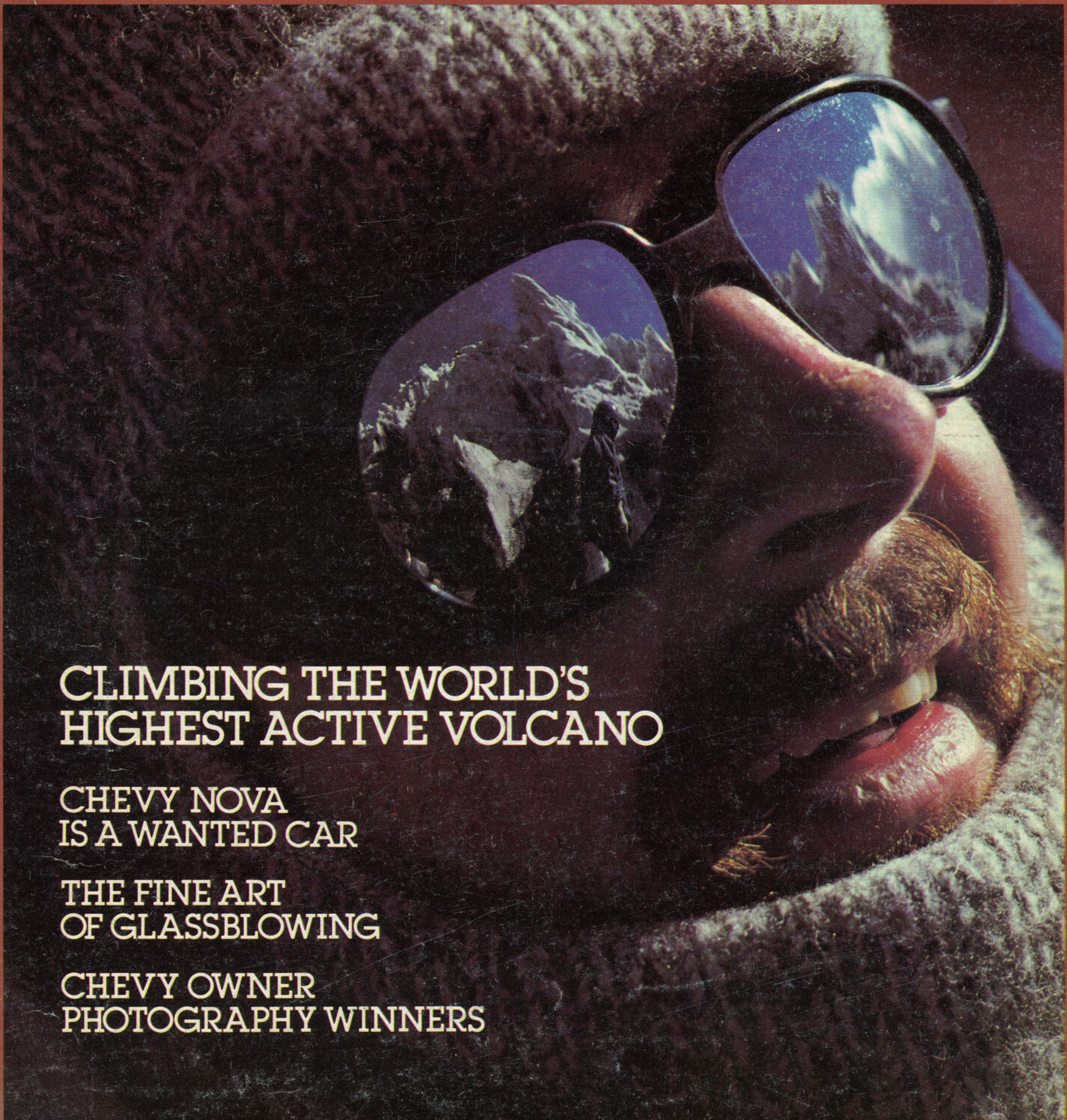
# Friends®

THE CHEVY OWNERS' MAGAZINE

JANUARY 1978



CLIMBING THE WORLD'S HIGHEST ACTIVE VOLCANO

CHEVY NOVA IS A WANTED CAR

THE FINE ART OF GLASSBLOWING

CHEVY OWNER PHOTOGRAPHY WINNERS

# The New Chevrolet

## Why do you suppose so many people have been buying it?

Could it be they share our humble belief that The New Chevrolet is one of the most beautiful cars on the road today?

Maybe it's the newness of this car that attracts them. The innovative thinking. The technology behind it, the bright future ahead of it.

Maybe it's because they prefer or require a comfortable 6-passenger interior and a huge 20-cubic-foot trunk? (There's more trunk room, more head room and more rear-seat leg room in The New Chevrolet than in the '76 full-size Chevrolet it replaced.)

Maybe they took one for a test drive and found it to be a great driving experience?

Perhaps they're seekers of value and like the fact that every new Caprice and Impala comes equipped with power steering, power front disc brakes, automatic transmission and radial-ply tires?

Maybe they like the idea of a car this roomy offering such highly respectable mileage? EPA estimates are 24 mpg highway, 17 city with the standard 250 Cu. In. L6 engine and automatic transmission. Estimates lower in California. Actual mileage may vary depending on how and where you drive, your car's condition and available equipment. (The New Chevrolet is equipped with GM-built engines produced by various divisions. See your dealer for details.)

Maybe they all have an uncle in the Chevrolet business?

**SEE WHAT'S NEW TODAY IN A CHEVROLET.**

The Caprice Classic Sedan

Now *that's* more like it.

GM
MARK OF EXCELLENCE
Chevrolet

# Friends

JANUARY 1978/VOL. 35 NO. 1

EDITOR/EDWARD E. BICE
ART DIRECTOR/HERMAN DUERR

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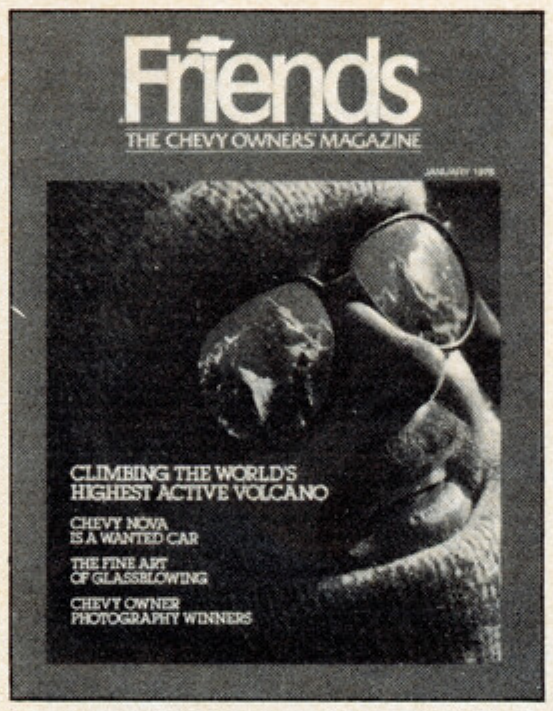
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### INSTRUCTIONS FOR SUBMITTING PHOTOGRAPHS AND LETTERS

FRIENDS will pay $25.00 to any Chevrolet owner who submits a photograph, taken by himself or a member of his family, that is accepted for publication on the owners' pages. Photographs must be submitted by the owner and marked as being for the owners' pages. Submissions may be black and white enlarged prints or color transparencies only (35-mm slides are fine). Please do not submit color prints or color negatives. Submissions not accepted will be returned as soon as possible. Photographs accepted will be returned after publication. Pack pictures carefully so they will not crack or bend and enclose a short description of each telling where it was taken. Mail photographs to: Picture Editor, FRIENDS Magazine, 30400 Van Dyke, Warren, Michigan 48093. FRIENDS can assume no responsibility for pictures lost or damaged in transit. LETTERS—submission constitutes a grant to edit and publish them unless otherwise indicated. Unsolicited material will be returned by first class mail unless the cost of registering is enclosed.

### PHOTOGRAPHS AND ART

4-8, Bruce McAllister • 10-12, Tom Burt • 14 and 15, Robert J. Smith • 20 and 21, (photographs) Chuck Ternes; (art) Rudy Laslo • 22-24, Greg Ganoff • 25-27, Robert J. Smith • 28, Dave Jordano.

### CHANGE OF ADDRESS

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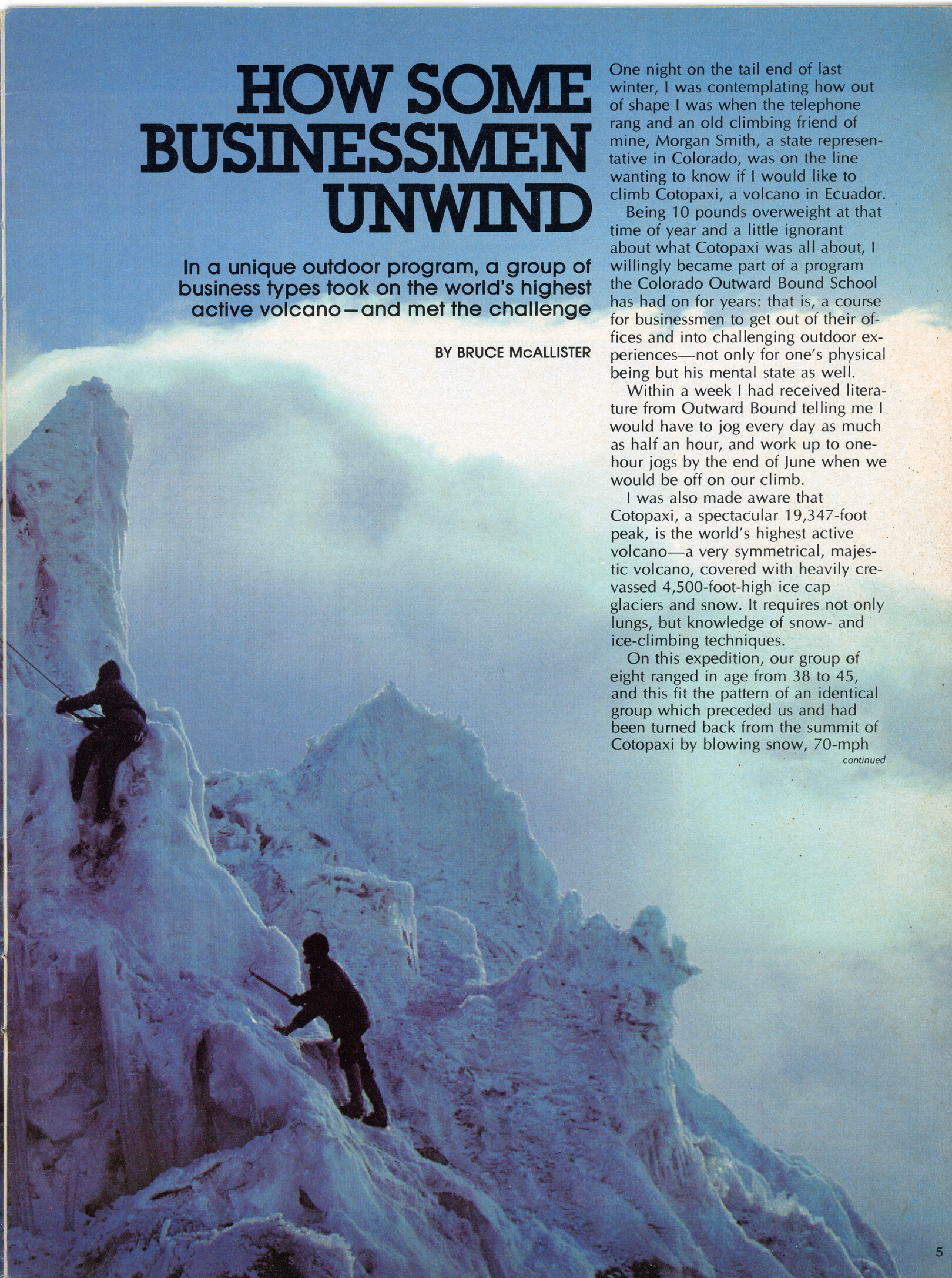
Leaving their daily work behind, eight men decided to scale
an active volcano whose outstretched peak touched the heavens.



# HOW SOME BUSINESSMEN UNWIND

## In a unique outdoor program, a group of business types took on the world's highest active volcano—and met the challenge

BY BRUCE McALLISTER

One night on the tail end of last winter, I was contemplating how out of shape I was when the telephone rang and an old climbing friend of mine, Morgan Smith, a state representative in Colorado, was on the line wanting to know if I would like to climb Cotopaxi, a volcano in Ecuador.

Being 10 pounds overweight at that time of year and a little ignorant about what Cotopaxi was all about, I willingly became part of a program the Colorado Outward Bound School has had on for years: that is, a course for businessmen to get out of their offices and into challenging outdoor experiences—not only for one's physical being but his mental state as well.

Within a week I had received literature from Outward Bound telling me I would have to jog every day as much as half an hour, and work up to one-hour jogs by the end of June when we would be off on our climb.

I was also made aware that Cotopaxi, a spectacular 19,347-foot peak, is the world's highest active volcano—a very symmetrical, majestic volcano, covered with heavily crevassed 4,500-foot-high ice cap glaciers and snow. It requires not only lungs, but knowledge of snow- and ice-climbing techniques.

On this expedition, our group of eight ranged in age from 38 to 45, and this fit the pattern of an identical group which preceded us and had been turned back from the summit of Cotopaxi by blowing snow, 70-mph

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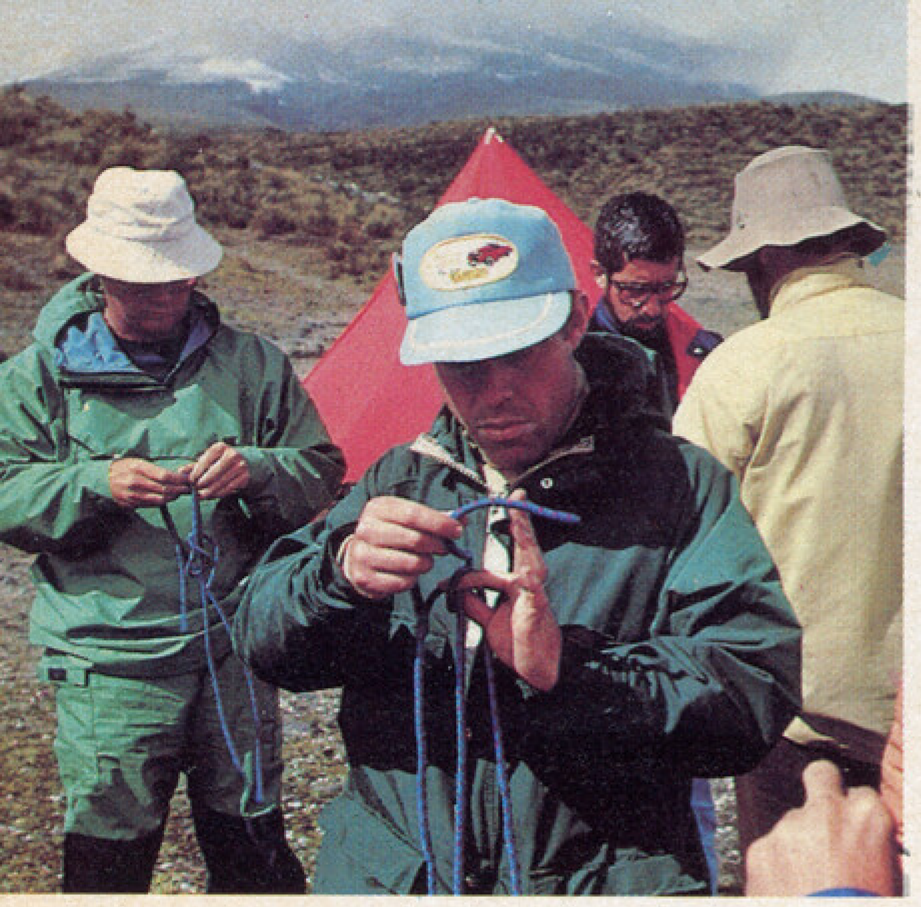
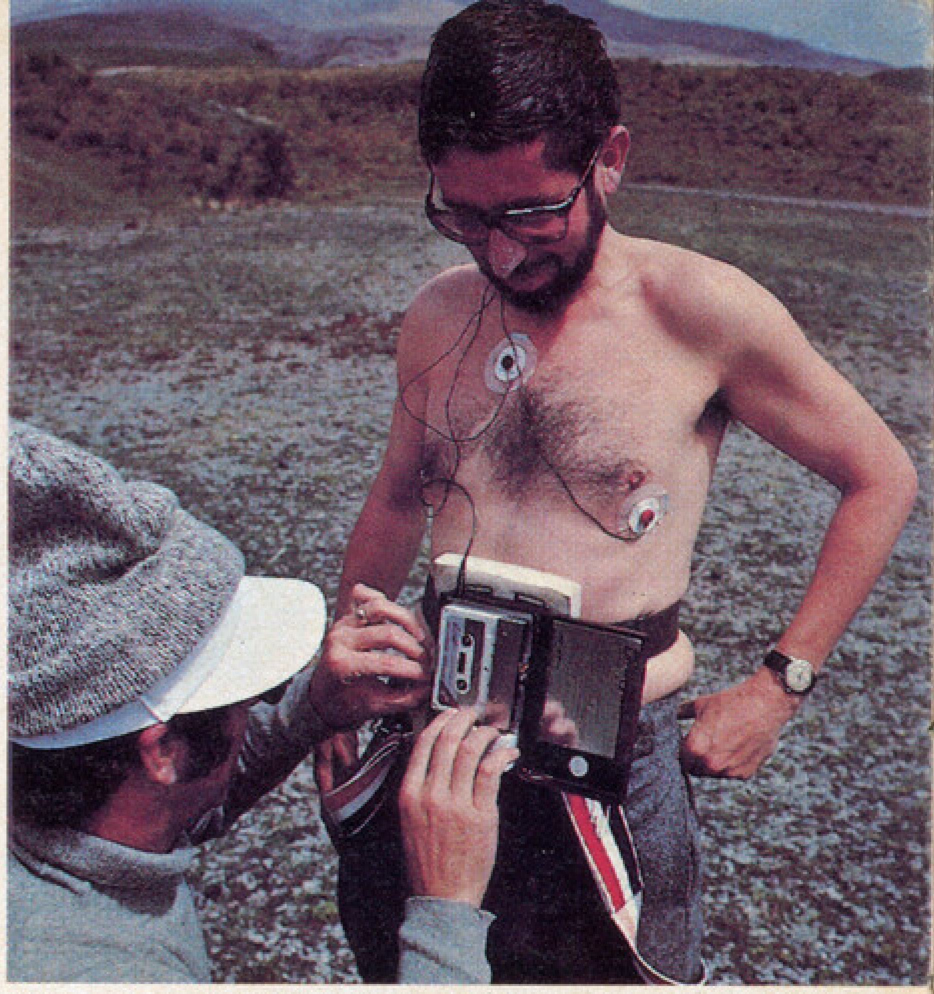
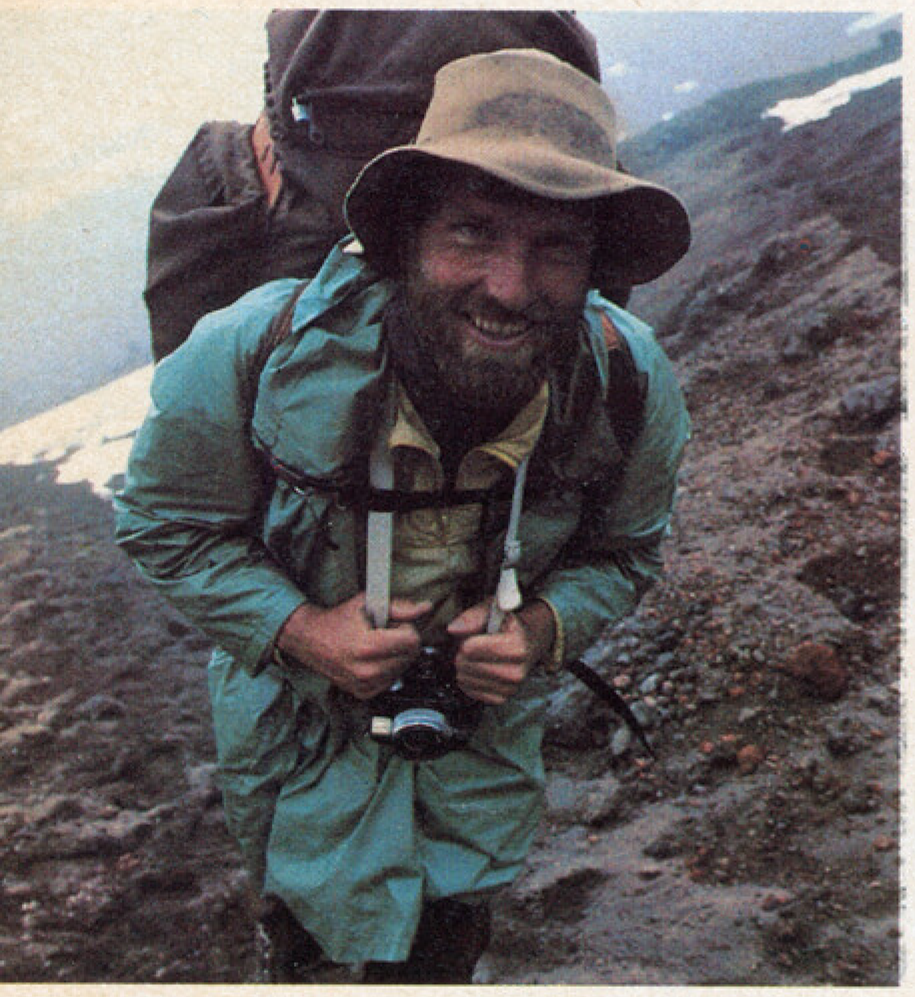


An important part of training included learning how to tie proper knots in ropes.

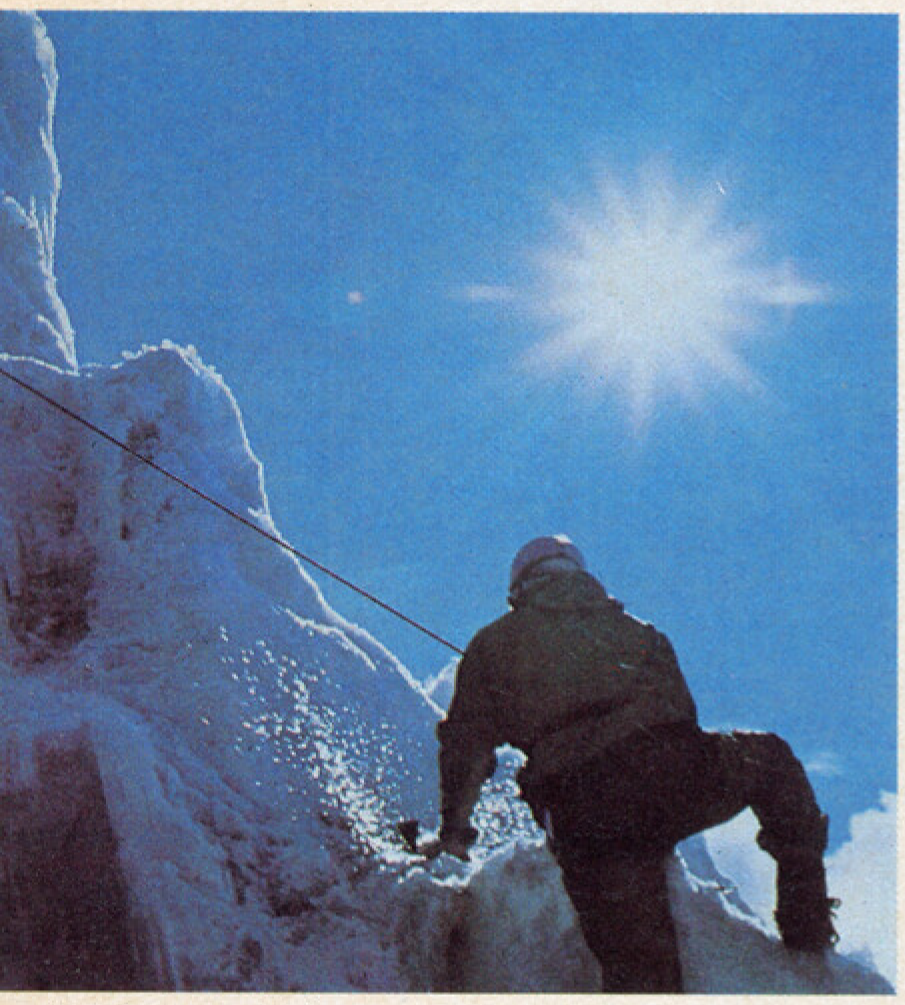
On a bad-weather day, the climbers took some time out to sharpen their skills in crevasse rescue techniques.



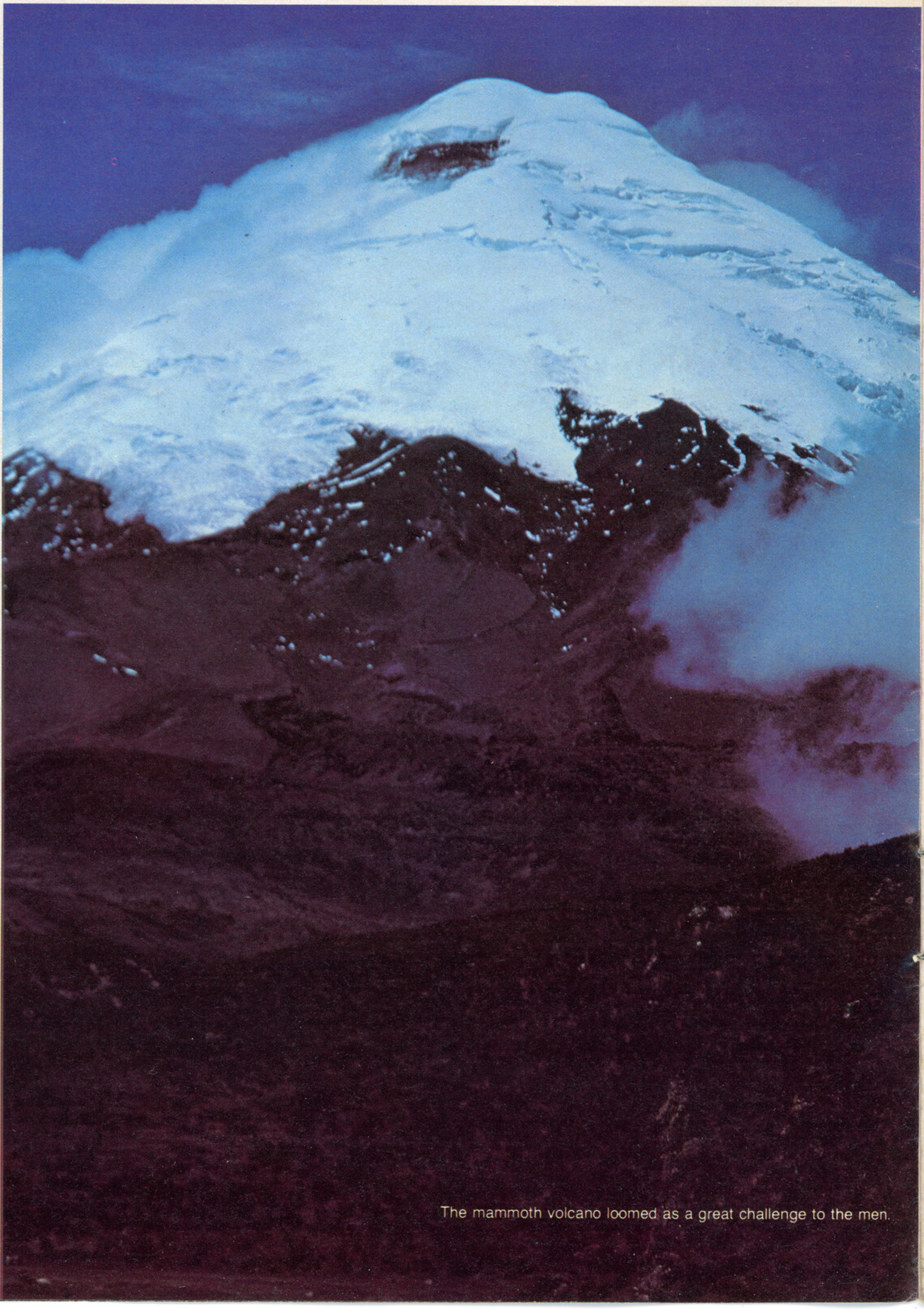
Management consultant George Basch is wired for an EKG to monitor heart stress during the climb.



Climbing up 19,347 feet is a slow, arduous journey as accountant James Lovett learned



Strenuous climb over rugged ice (above) demands an occasional respite (below).



The mammoth volcano loomed as a great challenge to the men.

The expedition included a doctor, a lawyer, and an advertising chief, a state representative, a CPA, an investment advisor, a management consultant, and a journalist

winds, and poor visibility.

After a mad stampede onto an overbooked airline flight, our group had an uneventful overnight trip to Quito, the capital of Ecuador. Two Outward Bound staff members were there to greet us, and before we knew it, we were resting in a nice hotel in the old part of this beautiful, clean city ringed by high mountains.

High-altitude climbing requires acclimatization, so we had three days to stretch our legs while taking in the sights, sounds, and smells of Quito before heading for Cotopaxi.

I also had time to analyze what would lure an executive away from his secure desk to go to the equator and climb a strange, tall, very challenging volcano.

### WHY CLIMB THE MOUNTAIN?

Dr. Cliff Evans, from Little Rock, Arkansas, signed up with Outward Bound to do something different. As he put it, "I'm not all that outdoorsy so going out in the woods and climbing mountains is just about as different as I could get."

Referring to his earlier Outward Bound experiences, he added, "The first 10-day course I liked a lot because of the uniqueness of it. I signed up for another one, and it was still fun. So now I am going to see what a real honest-to-goodness mountain climb is like this time.

"As a doctor, I stay in a constant state of anxiety every time the phone rings. It takes a couple of days just to break that condition, until I can get purely physical where I don't have to worry about what I'm going to be called on to do or supposed to know, or all that.

"Being in this Outward Bound program is not like I'm out there to climb a mountain myself. We are going out there to climb a mountain together. It's nice for me to get to be a part of a group like this, to form a close association. It's a people thing that I have got to have."

### OUTWARD BOUND STARTED FOR SHIPWRECKED SAILORS

Outward Bound originally started during World War II in England, as a training program to teach sailors how to survive when their ships were wrecked and they had to fend for themselves. In 1962 it spread to the United States. Now there are full-fledged programs for teenagers and adults in such places as Oregon, New Mexico, Minnesota, North Carolina, Colorado, Maine, and Florida. Outward Bound has trained Peace Corps volunteers as well as business executives and kids.

On our third day in Quito, most of us took a climb up a smaller volcano outside of Quito—Pichincha. At 15,696 feet it is not that high, but it was a good workout.

Day four was a big day. We were off to Cotopaxi. With all our exotic ropes, ice axes, and backpacks, we drew a big crowd as we loaded up near the town square of Quito.

Our first camp was at 13,000 feet. The weather was good, but the mountain looked awesome and the summit was shrouded continuously by clouds. We would stay here just one night to acclimatize at this particular altitude before carrying our packs up to 15,800 feet where there is a large hut for mountaineers.

Being a group of businessmen from the big cities of North America, medical researchers were interested in such a wild thing as men in their late 30s and early 40s climbing a 19,347-foot peak. They sent along special tape recorders with electrodes, which were wired to our chests to see how our hearts were doing as we hauled 35-pound backpacks up the mountain.

### HEARTBREAK RIDGE

Day number five—another big move on up Cotopaxi to 15,800 feet. All we remember from this day was Heartbreak Ridge, a long endless hill which got steeper and steeper as we approached the refuge (as they call it in Spanish—*refugio).*

The ground was soft and sandy; for every two steps forward, we slipped one back. Once in the *refugio* it was a bit cold, but we packed in 50 pounds of wood for fires. Everyone was drinking lots of fluids—a good idea.

When we weren't practicing knots for roping up, everyone was finding out what made the other men tick, why they, too, wanted to take on the big mountain.

In addition to myself, a journalist, we had a management consultant, an investment advisor, an attorney, a general practice doctor, a certified public accountant, the state representative from Colorado, and the president of a major advertising agency in New York. Two Outward Bound men, Chris Brown and Steve Andrews, were the ones who made sure we were at the right place at the right time with the right knots and the right attitude.

In the next two days, while we were waiting for the best conditions and weather, we worked on ice-climbing techniques, the rest step, rope team coordination, and crevasse rescue techniques. We practiced self-arresting with ice axes to help stop ourselves, should we ever lose our footing and start sliding down the mountain.

Bad weather and damp conditions inside the *refugio* had us pulling at the bit. It was not until the ninth day that we started our actual attempt to reach the summit. That long day I'll never forget.

### AT LAST, WE TACKLE THE SUMMIT

At 1 a.m. we dressed ourselves for the summit, much as a bullfighter prepares himself for the ring: long johns; heavy wool pants; three layers of wool shirts, sweaters, and wind shirts;

*continued*

Finally, after rigorous training and steady, meticulous scaling, climbers reached the top for a rendezvous with the sky.

**"There we were at the top, with nothing above us but the sky and an endless panorama"**

wind pants; prussik slings; crampons; balaclavas to cover our faces; glacier cream for exposed parts of our faces; smoke-lense glasses for our eyes; hard hats should we make a fall; and miners' lamps so we could see where we were going in the middle of the night. I felt like I was ready to go for the moon.

By 2 a.m. we were out of the hut, lamps on, off to the big climb. Soon we were greeted with a spectacular sunrise, a cloud layer below us, and an orange sky above. All signs were go.

We came into crevasse territory, and suddenly everyone became very light-footed and cautious. Luckily that whole day no one slipped into those innocent, but deep blue bottomless crevasses. But just in case, we were all roped up, with ice axes ready to anchor should anyone fall.

Steadily we worked our way, zigzagging up the mountain. The rest step became very important: rhythmic breathing, weight on the downhill leg, pushing off onto the uphill leg.

From 18,000 feet up was all business. There weren't many wandering eyes, just that rope out in front, the man in front of you, the tension from the man behind. It was a good feeling to see everybody grinding their way up together in that thin air, awed by the spectacular beauty of a really high mountain.

By 11 a.m. we were on the final pitch and it was here that two men had to stop. They had done their best and had no more to give the mountain. They were just some 700 feet short of making the summit, but the final pitch was a lulu. We were in low, low gear and I couldn't tell which was pounding more, my head or my lungs.

The successful climbers rejoice upon reaching frozen summit.

## ON TOP OF THE WORLD

Then one hour later, there was nothing above us but blue sky and an endless panorama. I could see steam coming out of the massive dark volcanic cone right under our toes. There was picture taking, arm waving, and jumping up and down, because there was nowhere higher to go. It truly was like being on top of the world.

After 15 minutes of the summit wind, and cold thin air, we were ready to head back down the mountain. Coming down was easy, but the sun was hot and by this time we were all very dehydrated and tired.

Going down the mountain, I thought of what Will Clark, investment advisor from New York, had said to me a few days earlier about why he was climbing the mountain: "The reason I chose Cotopaxi is because the invitation to the trip came exactly at the right time. I was just on the verge of my 38th birthday. I looked at myself and I felt that I really wasn't doing the things that I should in terms of taking care of myself.

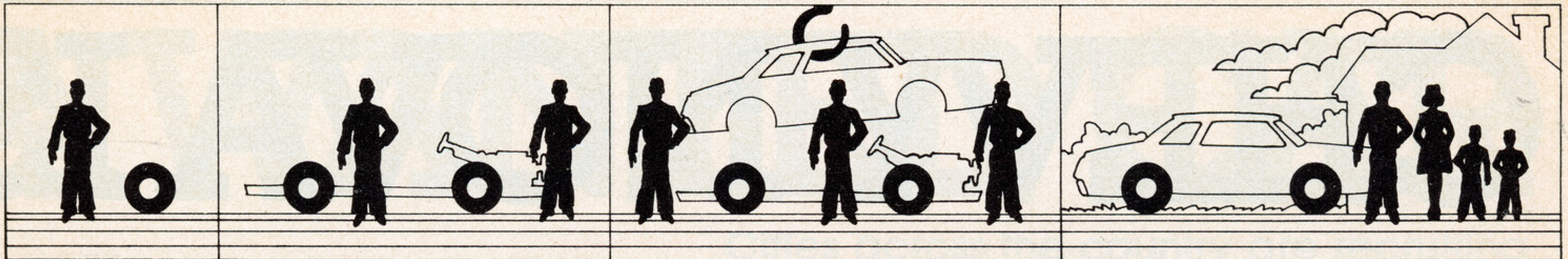
"Consequently, I thought that if I had the threat of the mountain looming over me, it would provide the discipline to get out and work out and get back in shape. What I really wanted to do primarily was to develop habits that I could carry beyond the mountain."

By early afternoon we were down to the *refugio,* packing our gear and making our trip down Heartbreak Ridge to the bus. In the evening, we celebrated and had a good night's sleep, followed by a dip in the mineral baths the next morning.

As I look back on our great adventure, I recall some of the words in the literature sent to us at the start. "Cotopaxi provides an exciting and strenuous challenge for the competent backpacker who is ready to undertake a higher level of adventure. It will be tough but not a cliff-hanger."

That it was. □

For further information, contact:
Adult Men's Programs
Colorado Outward Bound School
945 Pennsylvania Street
Denver, CO 80203
(303) 759-1998



# THE BUSINESS OF AMERICA IS PEOPLE

A GUEST EDITORIAL BY JEFF A. SCHNEPPER, DEPARTMENT OF ECONOMICS, RUTGERS UNIVERSITY

## The automobile industry is one vital cornerstone in the foundation of the American economic system

Calvin Coolidge coined a statement, "The business of America is business." Much later, Charles E. Wilson, past president of General Motors, stated ". . . what was good for our country was good for General Motors, and vice versa."

Wilson said this with quiet pride, but many people endowed both the speaker and the statement with an attitude of unfeeling indifference to the American public.

To many, the statement became a symbol of the big corporation against the small consumer. Well I, for one, do not agree. It is time both sides of the story were told and that is what I hope to do here.

Be assured that I have no intent to paint an unblemished portrait of our free enterprise system nor to defend an individual corporation, but let us take a little closer look at General Motors or, for that matter, any one of America's very large corporations.

What those critical of the big business structure too often fail to recognize is that General Motors is really nothing more than a team of people, working together, devoting much of their lives to trying to solve the transportation needs of the American public—cars, trucks, and mass transit vehicles.

The automobile industry is one vital cornerstone in the foundation of our American economic system. Every five years the U. S. Bureau of the Census reports on the economic impact of one segment of the economy in terms of employment and dollar payroll. Their latest published study was in 1972 and is already several years out of date. Nevertheless, it does indicate revealing facts about one of our major industries.

Motor vehicle and parts manufacturing alone provided jobs for almost one and a half million people. Michigan owed one-third of its manufacturing payroll to vehicle production. Ohio, Indiana, and Mississippi also depended on auto manufacturing to provide more than 11% of the states' manufacturing payrolls.

When we add transportation, vehicle sales, and maintenance, the number employed rose to over 13.4 million people. Remember, the "auto industry" is more than merely an assembly line in Detroit. It creates jobs in gas stations, repair and supply stores, trucking, and even highway construction.

Still using the 1972 figures, of all service business in the U. S. more than 10% was for auto service sales, and upwards of 7% of the entire service industry's payrolls and employment went to the auto service branch. Furthermore, these figures exclude motor vehicle dealers, department stores, and gasoline service.

Without auto production there would be little need for highway construction. In 1973, $232 billion was spent on highway freight and passenger transportation. This alone accounted for 17.9% of our gross national product.

The health of many industries in the United States is directly dependent upon the health of our motor vehicle manufacturing industry. For example, in 1974, U. S. vehicle manufacturers were responsible for the purchase and consumption of 8.1% of our copper, 13.1% of our aluminum production, 17.3% of steel, 33.3% of zinc, 45.6% of our malleable iron, 62.5% of lead, and an amazing 78% of the natural rubber sold in this country. Cutbacks in vehicle production could and, at times, have crippled employment in these dependent industries.

Ours is a mobile society. We depend upon efficient, affordable transportation vehicles. Our economy revolves around our ability to move goods and people. We get to work by car, our morning milk and daily newspaper are both delivered by truck.

Auto industry paychecks buy homes, feed families, and pay for medical care. These purchases in turn allow the grocer, the construction worker, and the doctor to support their own families.

Special state and federal motor vehicle taxes in 1975 reached $19.2 billion. Auto industry income taxes, paid both by the businesses themselves and the employes who work for them, help pay for police and fire protection, help support our senior citizens on social security and, yes, even help finance our welfare system.

More cars sold means more cars bought. It means the American consumer has reached a level of success wherein he can afford to make this kind of major purchase.

More cars sold means more cars built. It means more jobs, not only for the auto industry, but for the construction industry, rubber, steel, glass, iron, and service industries as well.

What is good for General Motors really means what is good for the *people* who depend upon the auto industry for their livelihoods. And what is good for people is surely good for the country. ☐

# CHEVY NOVA IS

Novas on parade. The Jacksonville sheriff's office unveiled its new scout cars with a parade on a freeway and then on to the Gator Bowl.

# A WANTED CAR

## Cities across the country are recruiting the compact Nova for tough police work

BY STEVE RAPHAEL

In its 16-year existence, Nova has proved to be a very popular car with consumers. Over four million sales attest to that. Now the nation's police are jumping on the bandwagon, too.

A year ago, Jacksonville, Florida's sheriff's office bought 227 vehicles to patrol its streets. The 1,000-man force burst its buttons with pride when 110 shiny 1976 cars were paraded into Jacksonville's famed Gator Bowl football stadium for a public introduction.

The Los Angeles sheriff's department has over 500 Novas cruising Los Angeles County. Other cities like St. Louis, Missouri, Garden Grove, California, and Sylvania, Ohio, also have bought the popular compact for their police departments. In fact, there are now Nova police units in 48 of 50 states, making it the largest selling compact police car in history.

### JACKSONVILLE, FLORIDA

There are 840 square miles to patrol in Jacksonville, ranging from swampland to industrial and urban centers. Daily vehicle wear and tear, plus gasoline costs, take a big slice out of the police budget. So economy is one reason for Nova's appeal.

Another reason for the car's popularity is its comfort. "I'm tall," said 6'4" Jacksonville police officer Mike Gould, "but I feel real comfortable in it. The seat arrangement fits like a glove."

Gould also praised the car's driving. Even though most high-speed chases are pretty much reduced to television these days, Gould said Nova performed well in those situations.

"It's a pretty darn good car," Gould continued. "Police will gripe about anything but there have been few gripes about the Nova. Remember, our police spend more time in their cars than they do in their beds."

*continued*

Be on the lookout for Nova police cars—they're growing in popularity.

That's because of Jacksonville's "Personally Assigned Vehicle Plan" (PAVP) that allows police to use their vehicles for both personal and professional activities. Police are required to monitor the police radio and respond to all felony calls within their jurisdiction. Each officer is responsible for maintenance of his car. The program is working to everyone's satisfaction, according to Jacksonville sheriff Dale Carson.

## LOS ANGELES, CALIFORNIA

Intensive testing at the Los Angeles sheriff's department's test facility has resulted in Nova outscoring other tested compact and intermediate American-built police vehicles.

The L.A. sheriff's department looks for eight considerations in the test program to determine the soundness of the car, including fuel economy, projected operating cost, human comfort factors, engine heat test, and mechanical evaluation.

Nova did not score highest in every one of the eight considerations, but its total overall score placed it at the top of all the cars tested.

Based on Nova's strong showing in their intensive testing program, the Los Angeles sheriff's department became one of the first to purchase the compacts for police use when it bought 75 units in 1975. It bought another 222 units in 1976 and then another 224 in 1977.

The police Nova is equipped with a package of extra features suited specifically for police work. These extras include special service front and rear stabilizer bars, front disc brakes with metallic-impregnated linings, and special-performance suspension. The police car is on the 111-inch wheelbase, and is available with either the 305-cu.-in. or 350-cu.-in. V8 engine.

Deputies gather round Nova for a friendly chat.

## ST. LOUIS, MISSOURI, AND OTHER CITIES

Chevy owners have known for years what the St. Louis city police department, which has 200 Novas in service, has learned—Nova is a good quality car. Suffering decreases in its financial tax base, the city found it could no longer afford the luxury of larger police cars.

Garden Grove, California, put 23 Novas in service. They showed an impressive level of performance in major service categories that included fuel consumption, engine oil, and maintenance.

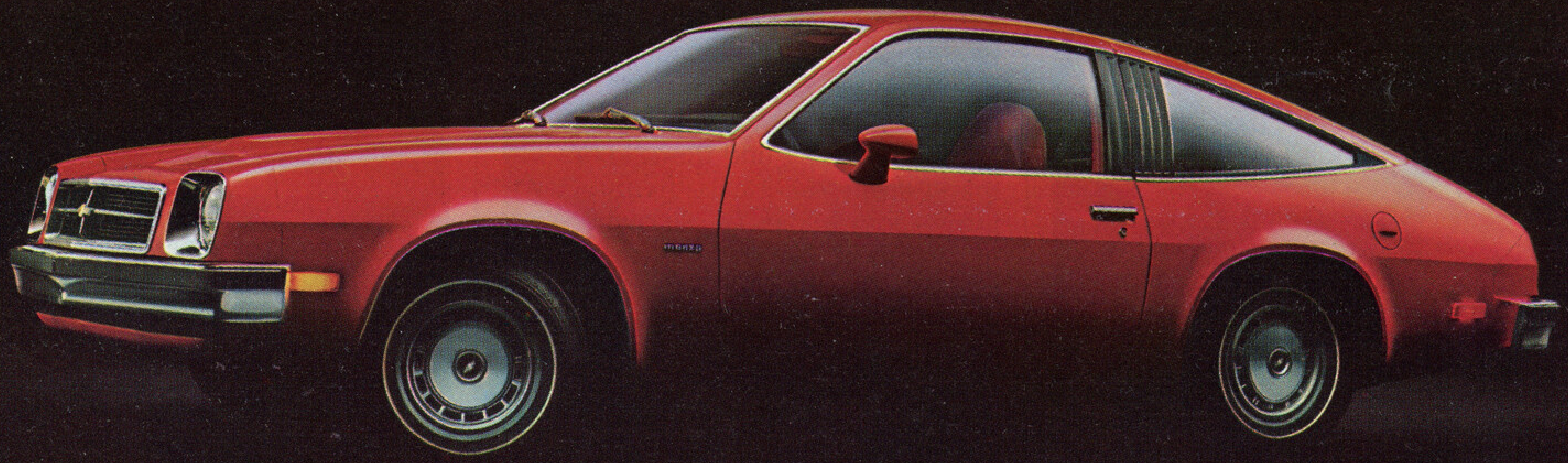
According to spokesmen, four Novas purchased by Sylvania, Ohio, police proved to be fine-maneuvering vehicles with respect to evasive capability and acceleration. The cars also performed well in pursuit use, which means the officer has less exposure to potentially dangerous traffic situations.

Novas are doing for police what they've been doing for Chevrolet customers the past 16 years, giving high performance at low cost. That's one law of the marketplace everyone likes to uphold. □

GM
MARK OF EXCELLENCE

# NEW CHEVY MONZA.

# FEWER YEN, MARKS, LIRA, FRANCS, OR BUCKS THAN ANY SPORTY FOREIGN HATCHBACK.



'78 Chevy Monza 2+2 Hatchback Coupe.

As a matter of fact, this new Chevy Monza is priced lower than all imported hatchbacks, except Honda Civic, Mazda GLC, Plymouth Arrow, and Renault LeCar. That slick little fastback hatchback shown above, equipped with available sport mirrors and wheel moldings, is priced $1,678* less than a Toyota Celica GT Liftback. And $2,034* less than a VW Scirocco.

**$3661.***

*Price and price comparisons based on manufacturers' suggested retail prices including dealer preparation. Tax, license, destination charges, and available equipment extra. Prices differ in California.

So if you're looking for a sporty car, compare Chevy Monza to the foreign sports. It's quite a car at quite a price. No matter what language you speak.

Chevrolet

**SEE WHAT'S NEW TODAY IN A CHEVROLET.**

# LADY DOG CATCHER

## You might not expect a petite young woman to corral a huge Great Dane. But Patti Frobose does, along with anything else that's furred, feathered, or finned

BY ROBERT J. SMITH

Patti Frobose responds to calls for animal control.

When Ms. Patti Frobose, a Covina, California, animal control officer, shows up to handle an animal control call, there is often a bit of skepticism apparent in the eyes of the caller. Patti is not what most people expect an animal control officer to be.

This petite woman is just 5'2" and, like the old song, has eyes of blue. Also a trim shape, short brunette hair, and a winning smile. She is also an expert at her profession.

The title, "animal control officer" is often thought of as a polite euphemism for the old "dog catcher," but in suburban communities like Covina, this is definitely not true.

The variety of furred, feathered, and finned creatures Ms. Frobose is called on to handle is staggering in its complexity. One day it is dogs, the next lambs, and then maybe a raven. But whatever the animal, it has a friend in Patti Frobose.

Patti's duties are multifaceted. She responds to animal complaint calls that involve dogs running loose, vicious animals, noisy animals, or exotic animals. She was recently called on to round up a friendly but quixotic raven.

On another day she was called to trap an opossum whose nocturnal prowling scared the bejabbers out of a residential neighborhood. Another time, she had to chase and catch a lamb—a task which is not exactly easy, especially when she had to carry it partway to her truck.

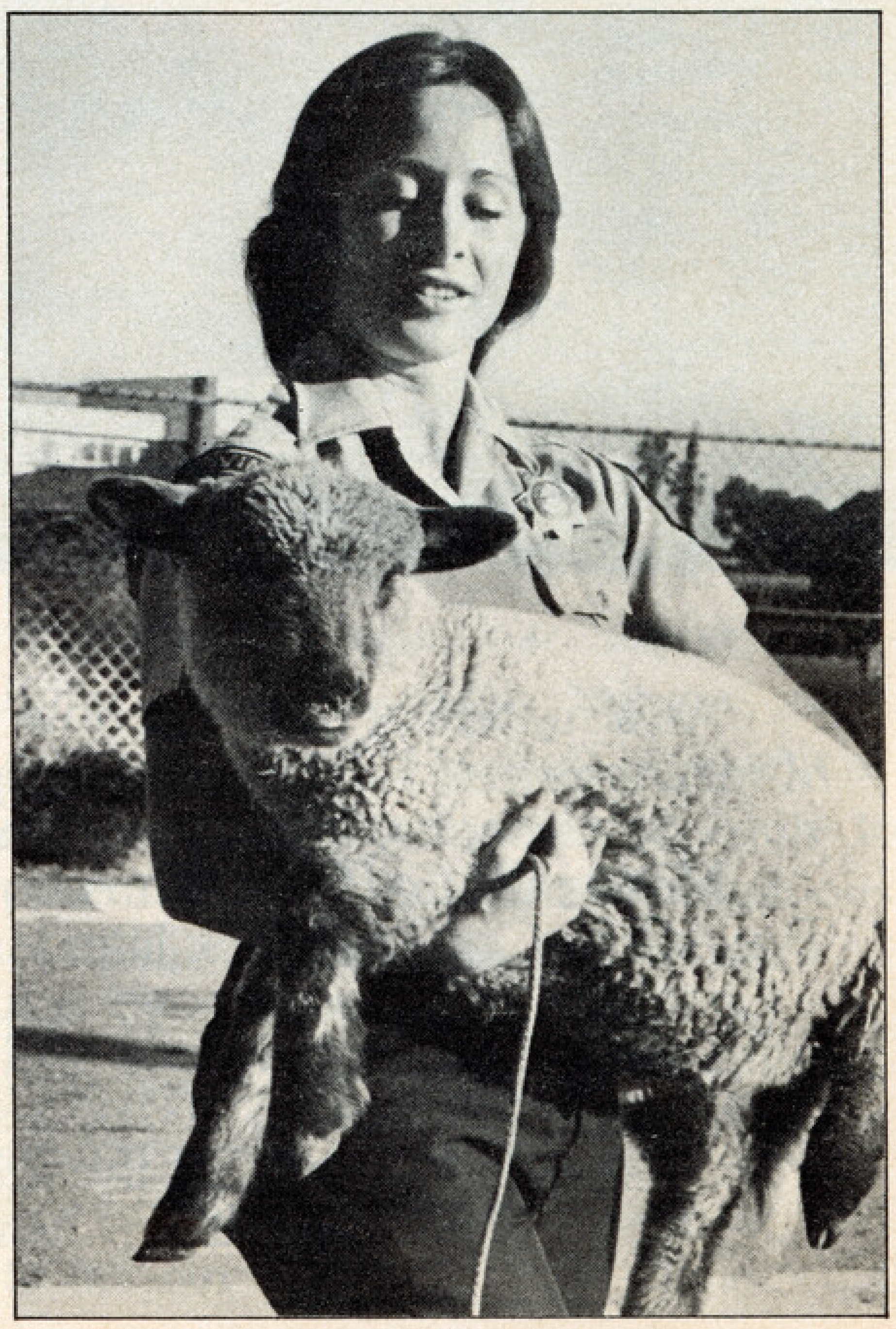
In addition to the above duties, Patti spends a lot of time handling animal licensing and doing more than her bit to educate the public to the responsibilities of pet ownership.

Patti stays in shape for her arduous profession by jogging five miles each day and also by working out in the women's salon at Mount San Antonio College.

Animal control is no new thing to Ms. Frobose. She got her early training and love for animals by being a responsible pet owner from early childhood. Her parents insisted on the responsibility—her love came naturally.

Once she decided she wanted to work in animal control, Patti ran into the same roadblock many find obstructing the way to the job they desire—experience. Patti solved that by performing volunteer work with

The job demands that she be in top physical shape.



Patti had a little lamb, but only for a short time.

Volunteer Services to Animals (V.S.A.).

Initially this work consisted mainly of filing and searching for the owners of lost pets when the pets had been picked up and brought to the animal shelters. As she gained experience, she was allowed to ride along with the animal control officers while they performed their duties. Next she started to assist the officers.

This latter activity lead to one of her more humorous experiences. She was detailed to ride along with an officer and the object of the mission was to pick up a dead skunk from the center of a busy intersection.

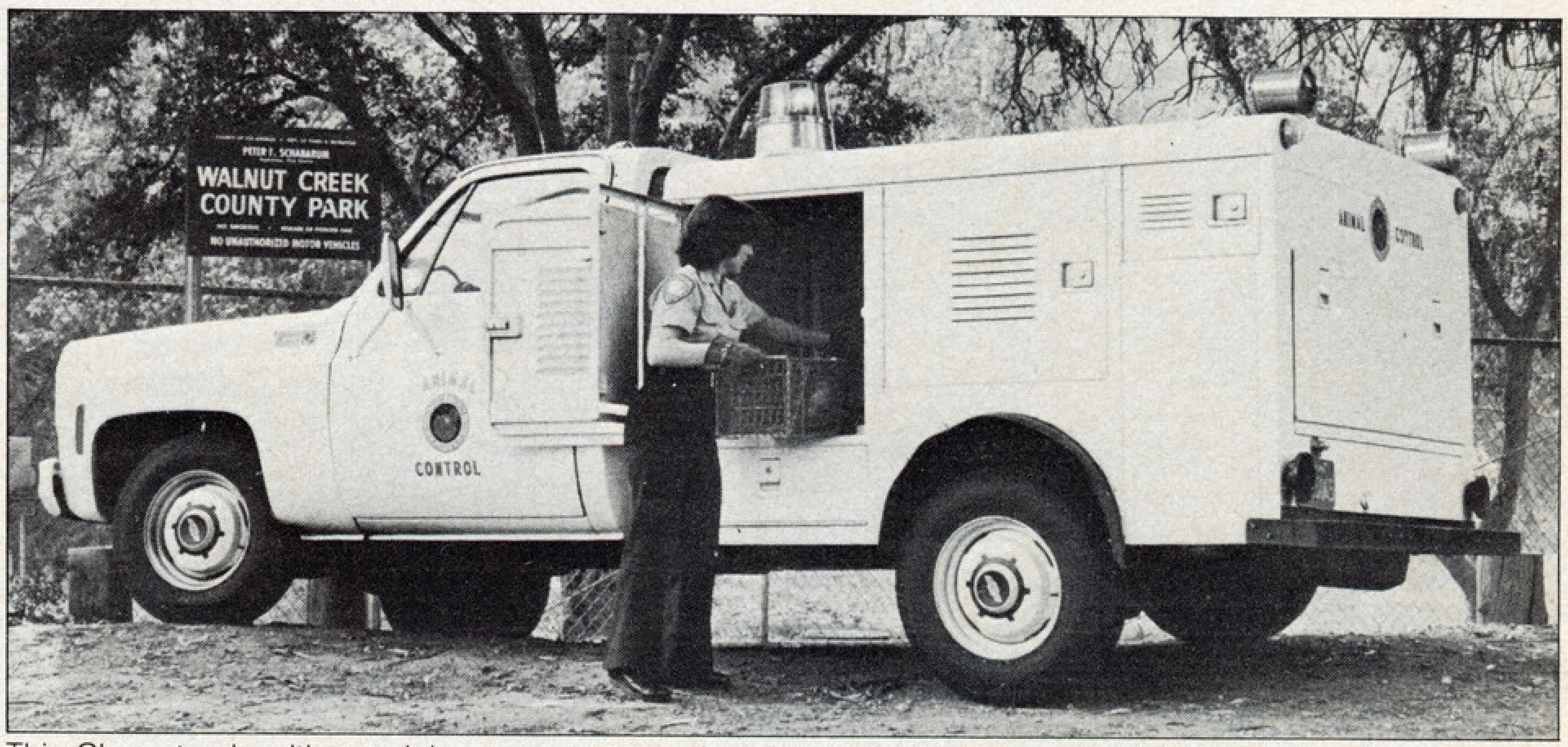
Motorists found it incongruous that a young lady dressed in a fashionable pantsuit (she had expected to be on filing duty that day) retrieved the dead skunk, while a husky, uniformed officer directed traffic.

Later at the shelter he hid the skunk retrieval gloves, reeking of scent, under her desk. Appropriate sniffs from other workers in on the gag had Patti convinced her smart pantsuit was ruined. Fortunately, the scent was all on the gloves.

The job also has its dangerous moments as when she was called upon to corral a recalcitrant Great Dane that was running loose. On arrival Patti found the huge dog (it stood almost as high as herself) in a stubborn mood. From its actions Patti figured it was near home and defending its turf.

She proved to be correct and, using upmanship, she got the dog to retreat to its front yard. There it refused further compromise and started advancing.

"Finally I went to the truck, and after much blowing of the horn, the owner showed up. The incident ended with a warning to the owner to keep the dog in an enclosed yard, but it could have gotten nasty. But that's part of the job."



This Chevy truck, with special compartments to keep animals separate, serves Patti nicely.

Opossum's frightening jaws indicate danger inherent in Patti's job.

Patti takes the animals she catches to the facility of the Humane Society in nearby San Gabriel. There the pets have a good chance of being adopted since the facility has a high average rate of adoptions.

Some of the more exotic animals such as lambs, ducks, and others are kept in the facility's "Storybook Farm" where they are a big attraction for visiting children.

Other animals, of the wild but non-dangerous variety, Patti takes to the wilderness areas of the city. There she releases them in their natural environment.

Watching Ms. Frobose work, it is obvious that she is a professional at her job, and a darned good one at that. She is also a very compassionate person who spends many long hours of her own time looking for homes for pets that someone does not want. She is surprisingly good at that, too.

Animals could use a lot more control officers the caliber of Ms. Patti Frobose. □

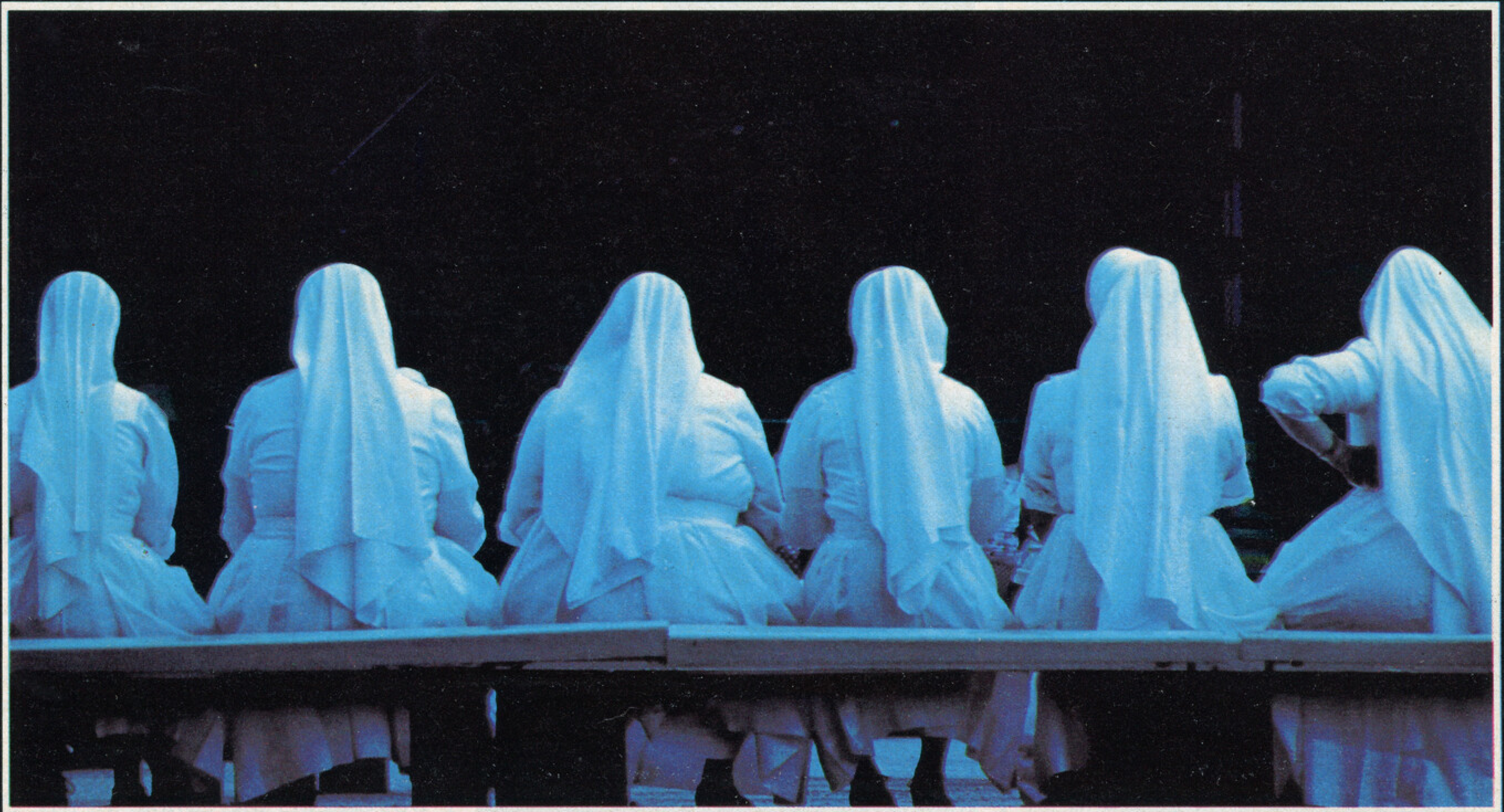
# PHOTO CONTEST WINNERS, YOU'RE BEAUTIFUL

## Our "Photo of the Year" contest was so popular (over 5,000 entries) and so excellent, we added six runner-up awards to first- and second-place honors

Many readers have been waiting anxiously for our announcement of the winners of the exciting "Photo of the Year" contest that FRIENDS inaugurated last January. All photographs submitted up to August 31, 1977, were eligible for the contest.

Choosing the winning photos was extremely difficult. Our panel of experts had to decide among over 5,000 entries. Because of the number of excellent photos submitted, FRIENDS decided to award six runner-up prizes in addition to the first- and second-place winners.

The winning photos appear on these pages. We think you'll agree they are exceptional.



Nuns visiting Cedar Point, Ohio, take in a show. $100 winner by William David Wade of Athens, Ohio

# THANK YOU

FRIENDS Magazine is sent to you as our way of saying "thank you" for buying a new Chevrolet. It is a gift from your Chevrolet dealer, whose name and address are on the back cover. You will receive regular editions in the future.

This issue—and special insert—contains a sampling of the kinds of articles you'll be seeing regularly in FRIENDS. The magazine will keep you up to date on Chevrolet products and we hope it will assist you in getting the maximum use and enjoyment out of your Chevrolet. For your reading pleasure, it also contains a variety of articles on life and travel in North America.

If you have questions regarding your vehicle or other Chevrolet products, your dealer will be glad to assist you. You may also write to FRIENDS. All letters are answered and a representative selection is reprinted in the "Between Friends" column.

We hope that FRIENDS will bring you many hours of reading enjoyment and will remind you that your Chevrolet dealer is ready and eager to help you with service and authorized parts and accessories.

Pleasant motoring.

Your Chevrolet Dealer
and
Chevrolet Motor Division

# THE KEY TO SATISFACTORY CAR OWNERSHIP

You get behind the wheel and it feels a little different. You are sitting too high—or is it too low? Where is that blast of air coming from? Do you have a fan on? How come you can see only the back seat in the rearview mirror?

We all go through a few moments of confusion when we take possession of a new car. But, generally speaking, within a few days everything seems to fit like a glove. All the buttons and switches are conveniently placed, we get the mirror adjusted just right, and, in no time, we are able to appreciate that new car smell—and new car feeling!

It's all a matter of familiarity. You must go beyond the basic knowledge required to drive the car from point A to point B, and learn about the layout and function of all its features. That's the first step to satisfactory car ownership. It's not just a matter of convenience, it's a matter of safety, too. Some things must be settled even before you drive out of the dealership lot. (Does your insurance cover the new car? Do you know where the wiper control knob is? Can your foot find the brake pedal easily? Is that rearview mirror adjusted properly?) When you get home, the best favor you can do for yourself is to read the owner's manual from cover to cover. It may take an hour, but it will be an hour well spent.

For instance, say you have air conditioning in your new Chevrolet. Do you really believe that you can remember all that the salesman told you about it?

The air conditioner is an expensive piece of equipment and is one that many drivers wouldn't be without. To learn about the various control settings and capabilities of this apparatus takes about ten minutes of reading, and it will pay off in driving comfort for the rest of the time you own the car.

That goes for a lot of other things in the manual, too. There is a wide variety of information ranging from emergency start-

TIRE PRESSURE
OIL LEVEL
OIL

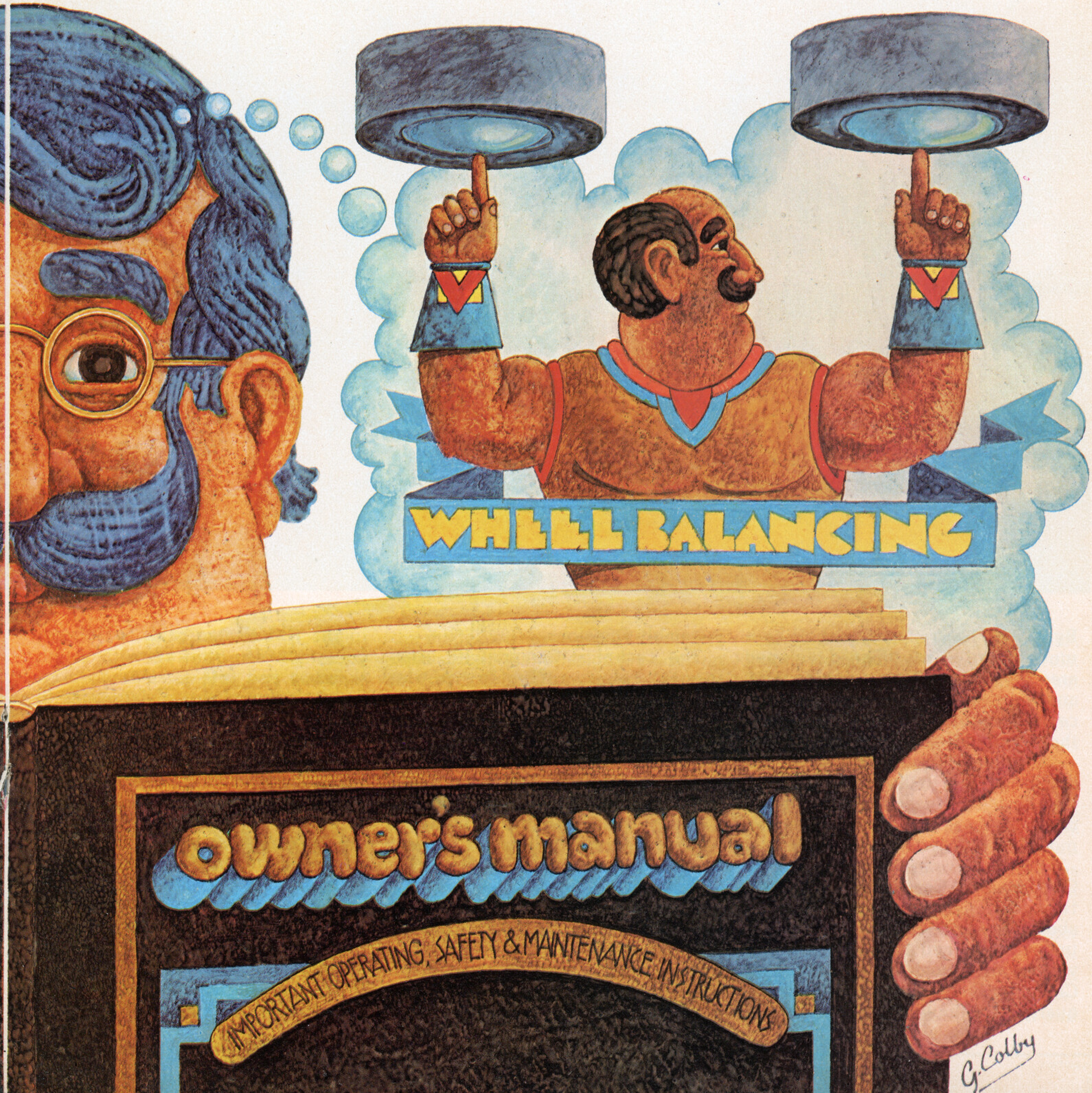
ing to removing stains from upholstery. If you've been in the habit of taking the advice of a local gas station attendant about oil specifications and tire pressures, check the manual first. You may find the two sources at variance. The advice given in the manual could keep you out of expensive trouble. It was written by experts.

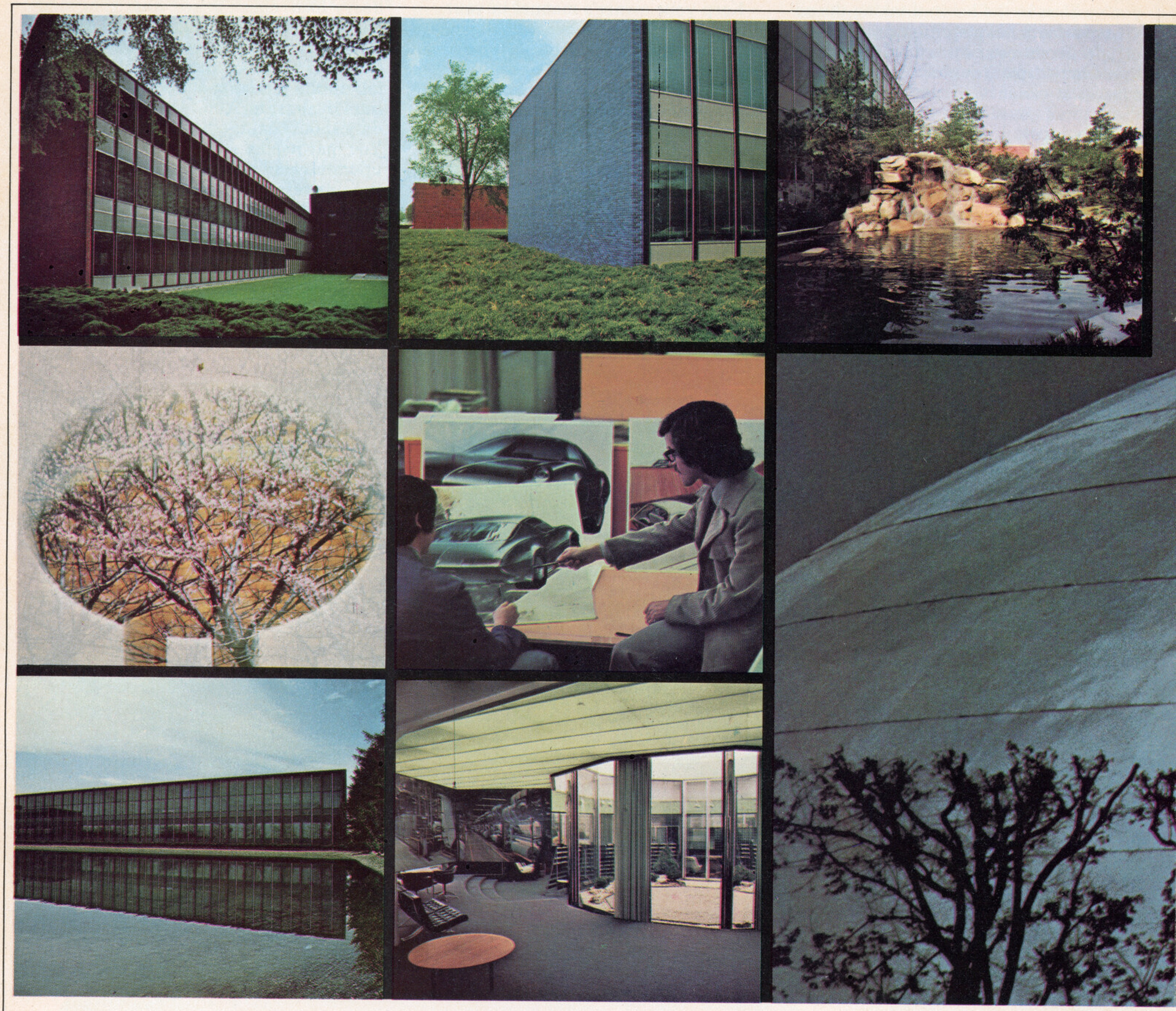
Take your car in for periodic maintenance checks as advised in the manual. Right now there is no such thing as a wear-proof automobile. Wearing parts require lubrication, replacement, or adjustment at regular intervals. This is an important factor in satisfactory car ownership. That's what maintenance is all about, really—making sure that things don't wear out or fail at inconvenient times.

Keep your owner's manual in your glove compartment for ready reference when needed. Check through it before planning long trips. It will remind you about checks that you might otherwise overlook, such as wheel alignment, wheel balancing, tire pressures, coolant and oil levels, and the condition of your battery, lights, and ignition.

Let's face it: even the smallest car is a fair-sized investment. It makes sense to protect your investment. Handled wisely, it can serve you for many years, and still bring a reasonable return when you sell or trade it. Regular maintenance is the best way to protect this investment—the key to trouble-free motoring.

If you plan to haul a trailer or carry a heavy load, check to see what your manual has to say about these points and ask for a copy of the Chevrolet Trailering Guide. If you need further information, talk to the service manager at your Chevrolet dealership. You may need heavy-duty shocks or air-adjustable load levelers. You may need a special hitch, depending upon the load you plan to haul. Read the tire pressure information in your manual (and on the left front door jamb). And feel free to write to FRIENDS if you need clarification on any of these points.


WHEEL BALANCING
owner's manual
IMPORTANT OPERATING, SAFETY & MAINTENANCE INSTRUCTIONS
G. Colby



**By David Lawrence**/It looks like a modern university. The developed area covers more than a square mile, and houses perhaps the greatest concentration of scientific brainpower in the country. This is where Chevrolets—and other GM cars—are conceived and brought up to the prototype stage. This is where materials and components for those Chevies are invented, modified, and tested to destruction.

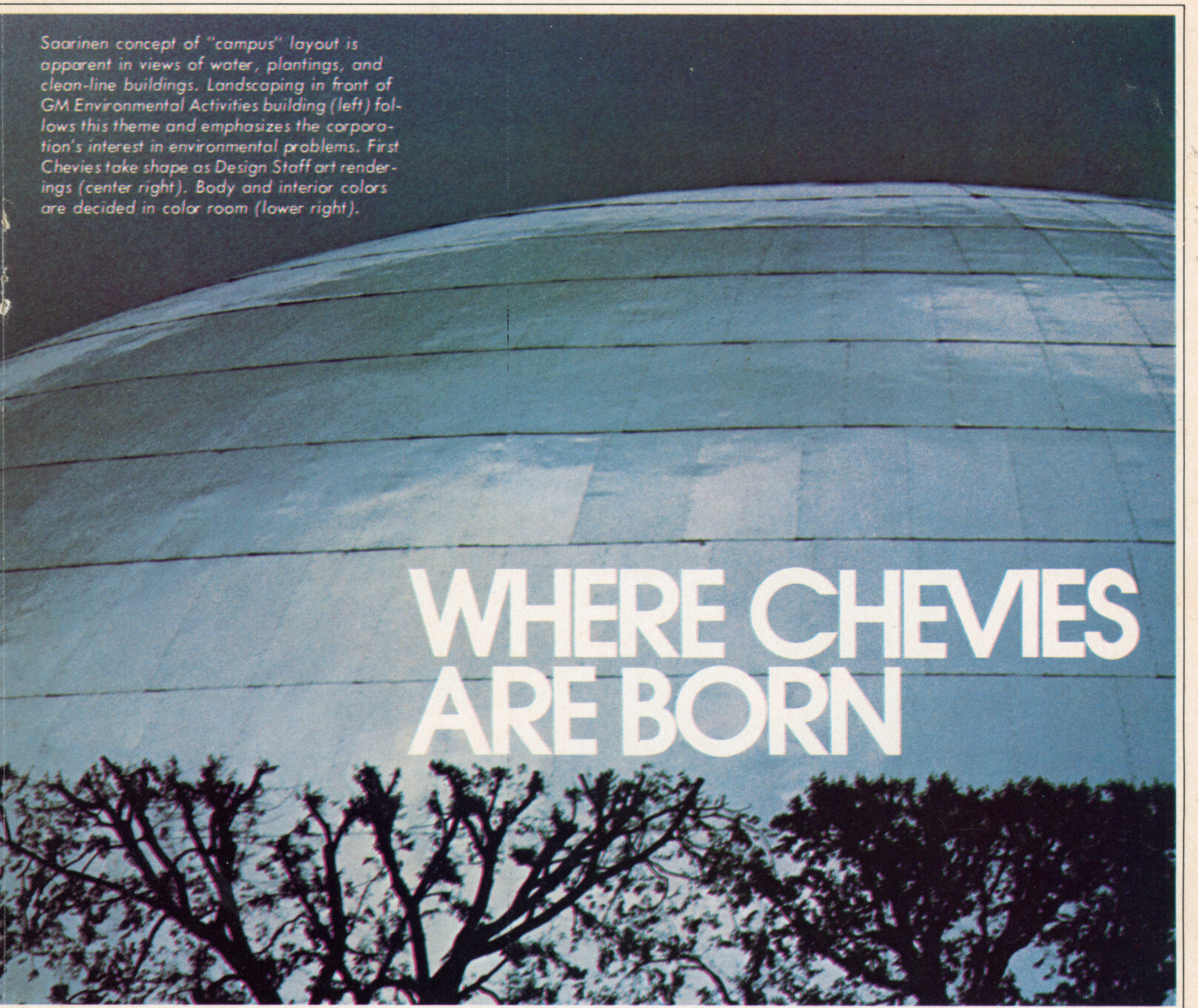
The whole complex consists of the GM Technical Center (330 acres) plus two other parcels of land, each of about the same size. Of these, one is undeveloped and the other contains various divisional facilities, such as Chevrolet Engineering and the headquarters for the Fisher Body and GM Assembly Divisions.

The Technical Center, with ornamental lakes, reflecting pools, wooded and lawn areas, and ultramodern buildings, was designed by Eero Saarinen in the late 1940s. He wanted a campus atmosphere, and that's the way it is. Despite the activity behind the walls, it looks more like a center of academe than of industry.

A new Chevrolet generally starts out as a marketing study. The research experts come up with a list of specifications: the size, weight class, and general body configurations, that—according to their predictions—will be in demand five or more years ahead.

Then the Chevrolet design studio—in the GM Design Staff building—goes to work. Starting with rough sketches and full-sized renderings, the designers eventually progress to finished clay models. These models are built on simple chassis that support metal and styrofoam armatures. When the body shape has been built up with clay, it is covered with a plastic film. This is painted to simulate the finished body color. This is the stage when the model begins to come to life and picks up a little excitement. After bright trim and other accents are added, it looks like the real thing from just a few feet away. With the current emphasis on lowered wind resistance, a scale model may also go through wind tunnel tests before the design

# WHERE CHEVIES ARE BORN



*Saarinen concept of "campus" layout is apparent in views of water, plantings, and clean-line buildings. Landscaping in front of GM Environmental Activities building (left) follows this theme and emphasizes the corporation's interest in environmental problems. First Chevies take shape as Design Staff art renderings (center right). Body and interior colors are decided in color room (lower right).*

group is satisfied with it.

Colors for the body and interior are selected from samples and swatches in a special color room. This is an O-shaped room with glass walls and a ceiling covered with light panels. It is a most favorable setting in which to view colors, but the final model must go on display in the Design Staff auditorium. Under the huge domed roof of this building almost any natural lighting situation can be duplicated. The designers—and the executives who make the final "go" or "no go" decisions—can see what the model will look like in everything from bright sunlight to twilight.

From a styling point of view, this is probably the most critical appraisal the model will ever get. When it has been accepted, the design is passed on to the divisional engineers—in this case, Chevrolet Engineering. They design the chassis, engine, and all major components.

Other items, such as shock absorbers, batteries, tires, radios, and various accessories, are built to Chevrolet specifications by other GM divisions or by supplier companies.

For certain components and systems that will be commonly used by all GM cars, the Chevrolet and GM Engineering staffs work together closely. The latter is responsible for development of most of the emission control apparatus. Recent "hot" projects for the GM Engineering staff have included stratified charge engines, gas turbines, and electronic controls. This means, generally speaking, that the GM engineers are working somewhat ahead of the divisional engineers, but more of their projects fall into the exploratory category.

Meanwhile, the engineers at Fisher Body are studying all those plastic curves and sweeps to make sure they can be duplicated in sheet metal. Small adjustments are sometimes made to aid tooling and production procedures.

Chevrolet Engineering and Fisher Body cooperate to produce several prototype models. Some of these will be tested exhaustively at the GM Proving Ground and then torn down and

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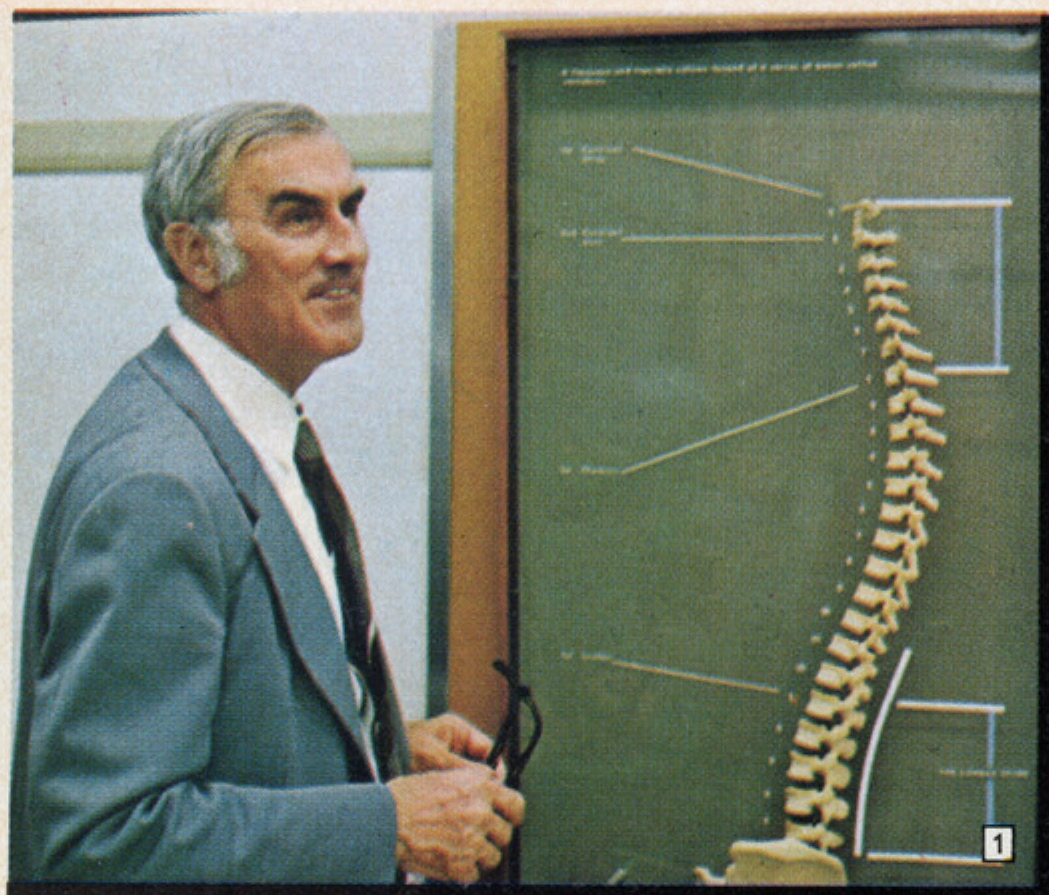
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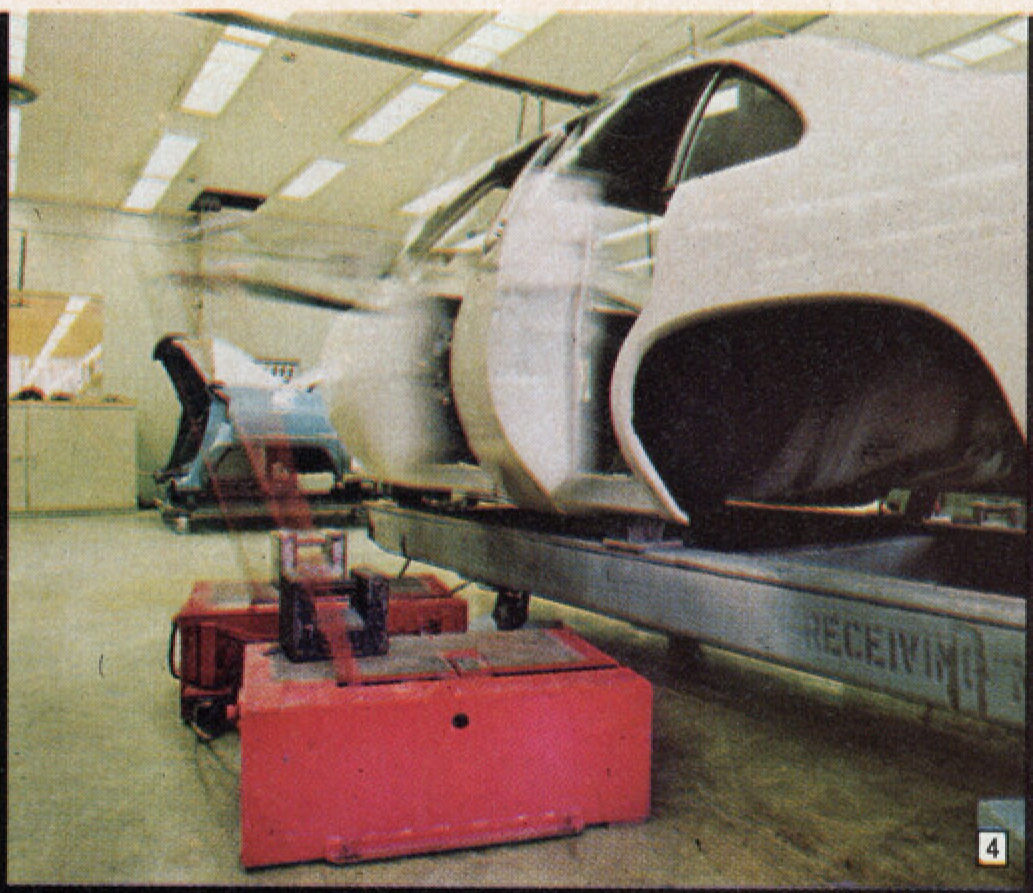

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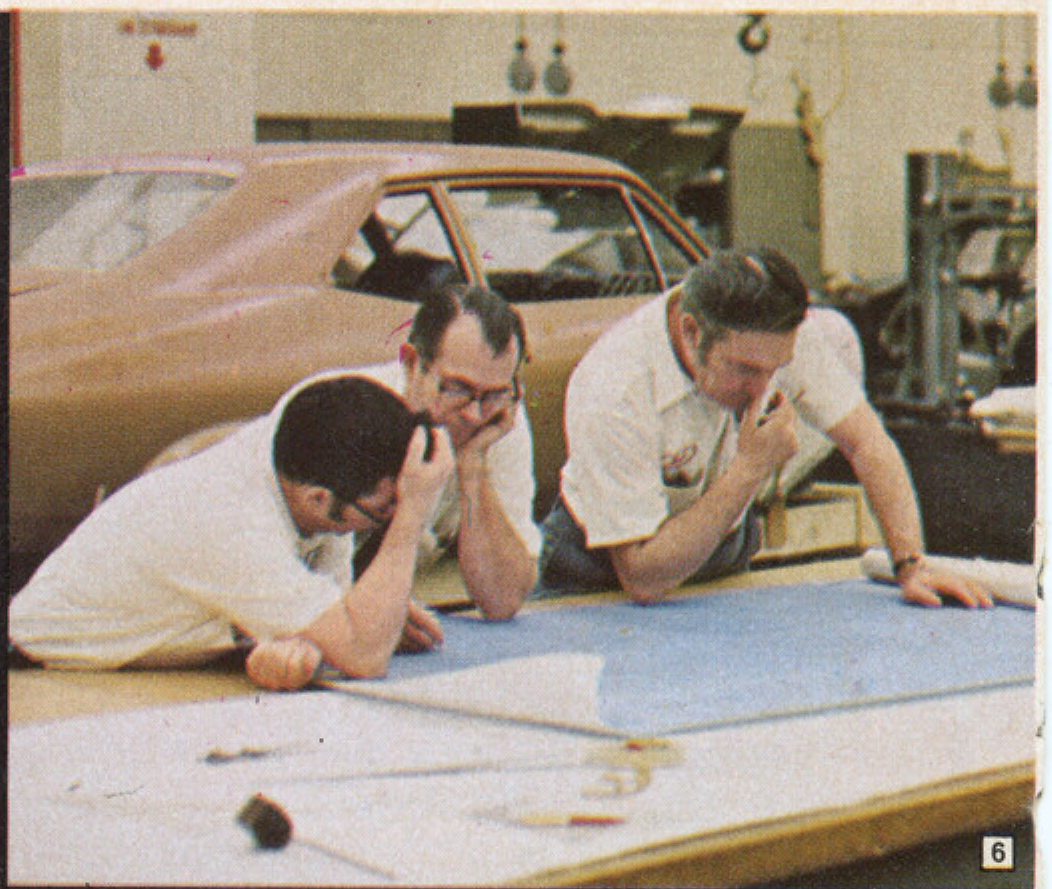
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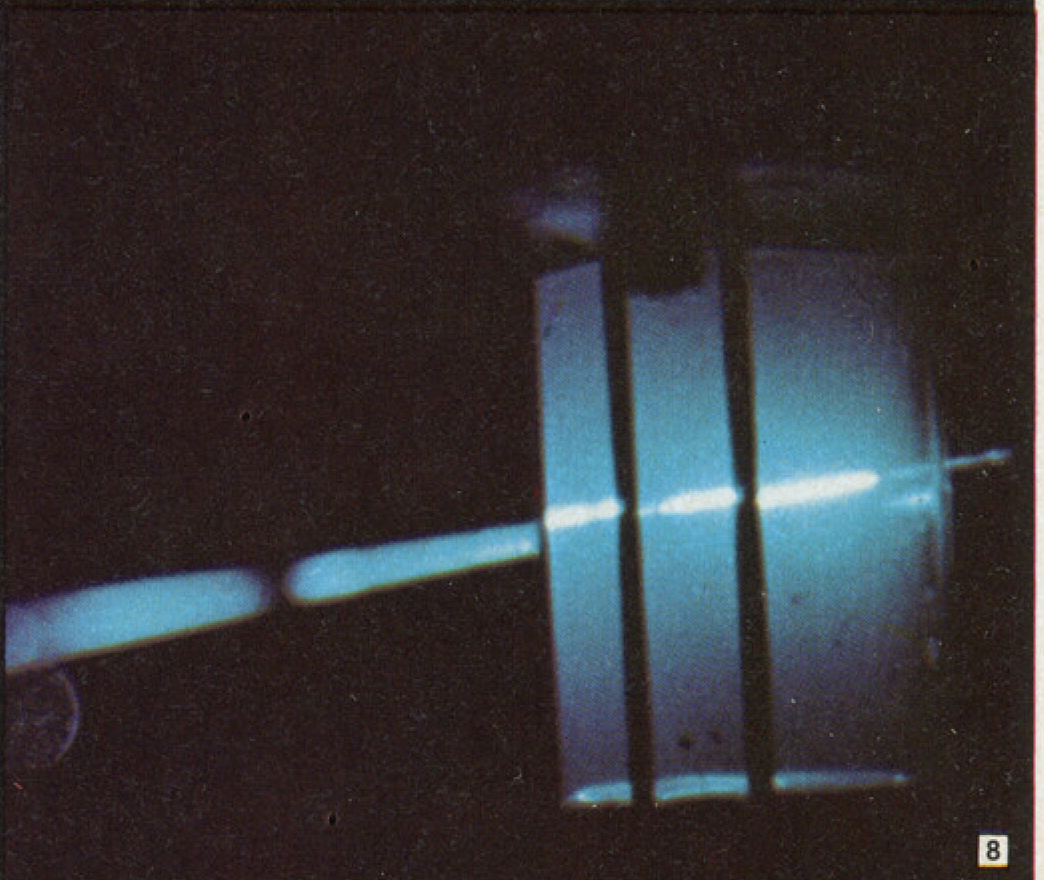
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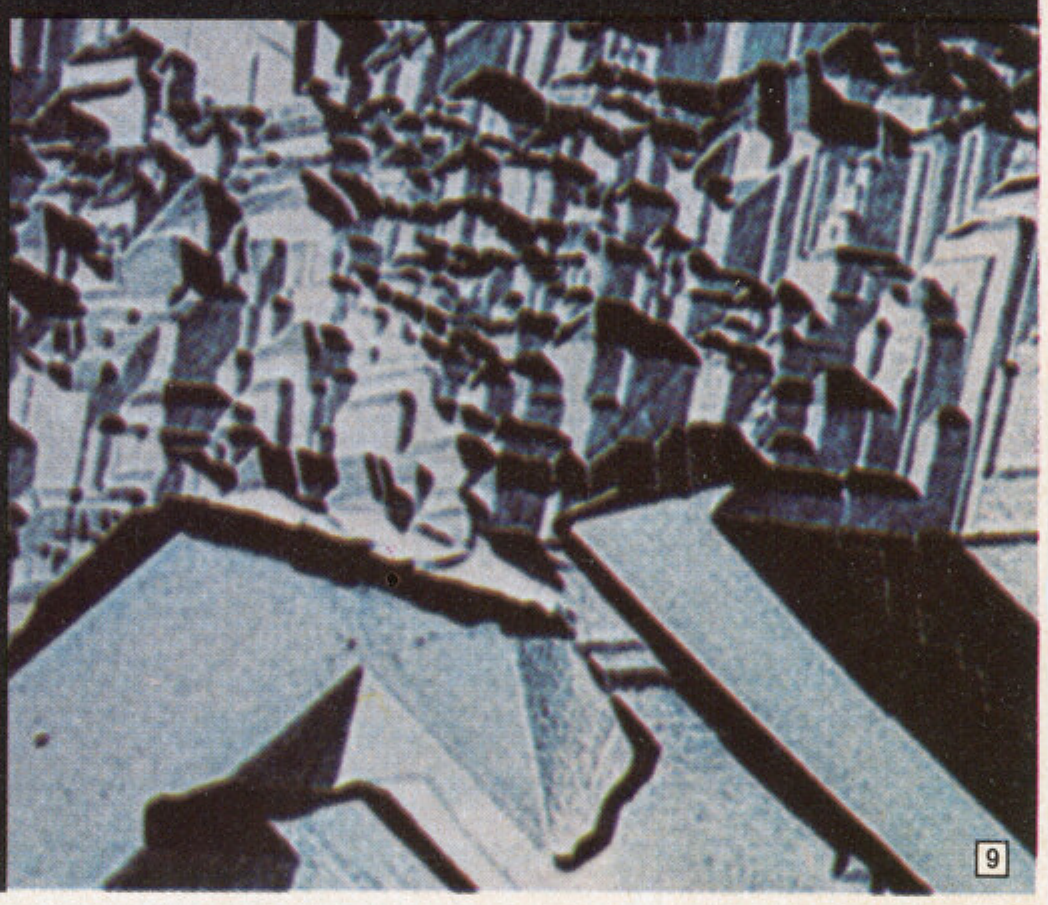
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*Dr. Peter Kyropoulos (1) explains forces on human spine during abrupt auto maneuvers. Design staffer Annesofie Vories (2) uses plasteline to recontour a 3/8 scale model. At Fisher Body, an Impala roof (3) withstands 2½ tons of crushing force before buckling, while Bel Air doors (4) are slammed several hundred times an hour to test durability. Chevrolet Design Check Dept. (5) has the task of making sure everything fits and is practical for mass production. Problems in upcoming models are ironed out at Chevrolet Engineering (6). Just by touching a sensor pencil to the screen (7), an engineer can change a detail on a drawing in seconds. Future processes and materials are under constant review at GM Research Laboratories. A laser beam (8) is used in an advanced project involving polystyrene. A study of metal corrosion produced this 25,000 X enlargement (9) of iron oxide crystals.*

examined for wear. Parts of others will be used as study models in the development of new computer-assisted tooling systems at GM Manufacturing Development.

About this time, the Chevrolet Design Check and Mock-up departments are getting busy on the new model. They have to make sure that all parts will fit when brought together on the assembly line. Any problems in fabrication have to be solved at this point—before the model gets too far along toward production.

In Passenger Car Mock-up, components such as engines and gas tanks are made in wood, metal, and fiberglass to make sure they fit, and to check working space requirements. For instance, this is where exhaust pipe shapes are finalized. A length of plastic pipe with a soft metal core is bent to shape and fitted in position. It becomes the master copy for production. By way of contrast, brake system lines are routed entirely by computer. This is because a great deal of critical data—not apparent to the naked eye—are involved.

All along the way, Chevrolet engineers scrutinize every part, every component, to see if it can be lightened in any way. Sometimes this is done by using substitute materials such as plastics or aluminum. Like wind resistance, weight has a direct bearing on fuel economy. It gets a lot of attention.

Many months before the production date, the design must be completed so that detail drawings can be passed along to the manufacturing plants. The whole assembly operation is in the hands of the GM Assembly Division (GMAD). Overall control of 19 automobile and truck assembly plants throughout the U.S. is handled from this division's Tech Center offices.

GMAD also has a special assembly line in the assembly research center at Flint, Michigan, for doing preproduction evaluation. Each new model is run through this line, or at one of GMAD assembly plants, before production to bring to light any fabrication problems. This ensures that all necessary tools will be on hand, and that all parts will come together in the correct sequence.

Various other departments are feverishly busy on the new model right up to the time it starts down the assembly line. For instance, Chevrolet's technical writing department must have owners' manuals written, illustrated, and printed, ready to pop into the glove compartments as the models come off the line. But all this department has to work with, prior to this time, are prototypes, which are subject to constant revision as the model nears its design "freeze" date. This means that both the written information and illustrations have to be constantly updated.

But behind all this, behind all the design and production teams, there are many supporting groups. The GM Research Laboratories, for instance, employ 600 scientists and engineers, as well as several hundred supporting personnel. They work in dozens of different specialties, some of them not directly related to automobiles. Among other things, GM Research scientists are experimenting with improved battery concepts. If ever the electric car becomes a practical means of transportation, it may well be due to their efforts.

The GM Research Laboratories built the first smog chamber in industry capable of duplicating the photochemical smog found in Los Angeles. Using this facility, GMR scientists played a leading role in unraveling the complex atmospheric reactions that create smog, even discovering a hitherto unknown substance now believed responsible for the eye irritation associated with smog.

Computer-aided vehicle design techniques, production bearing alloys, nonleaking oil seals, collapsible steering columns, and safer car interiors are just a few of the developments of the Research Laboratories that have been integrated into today's Chevrolets.

In order to maintain a clean environment around its various plants, Chevrolet maintains a department that monitors and designs waste treatment and industrial antipollution systems. In addition, a staff group working specifically on a broad range of environmental activities is part of the Tech Center organization.

Besides developing tooling, and special assembly line systems, GM Manufacturing Development carries out certain material tests such as on the paint that is used on your car's body. Any new formula is sprayed on metal panels and left to stand in sun, rain, and salt air for a year in Florida. This is the initial test. If the paint stands up to this, the panels are then subjected to blasting with fine gravel, water immersion, and humidity checks, and tests for blister resistance and adhesion.

As you can see, right from the initial concept, many groups and departments contribute to each new model. The "campus" surroundings where they work undoubtedly contribute to creative thinking. Eero Saarinen planned it that way. He paid as much attention to the landscaping as he did to the buildings. He said, "creative people should always have contact with nature." The 115-foot-long water curtain on one of the lakes, and the fountains, gardens, and groves of trees all have an indirect bearing on the finished product. That's one of the things that help make Chevrolet America's favorite automobile.

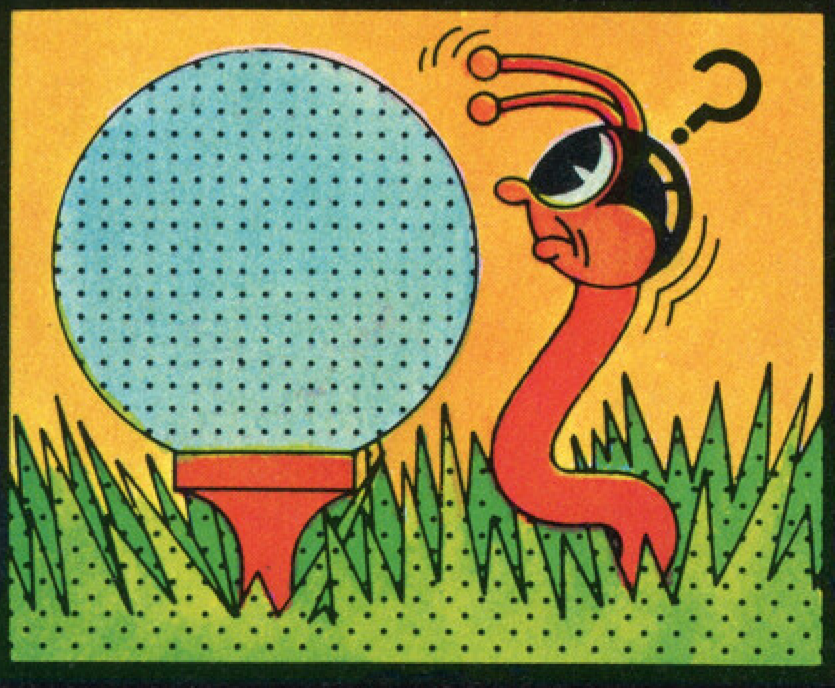
It has graduated from one of the world's finest scientific and engineering centers.

# SHOPPING
## AT CHEVROLET

Now that you have a new Chevrolet, we hope you'll take full advantage of the Guardian Maintenance Service your dealer has to offer. Your new car will be under warranty for some time, but you still should see him for regular maintenance checks. There's no better place for service than your Chevrolet dealership. Your dealer has authorized Chevrolet parts to do the job the way it should be done.

**PARTS DEPT.**

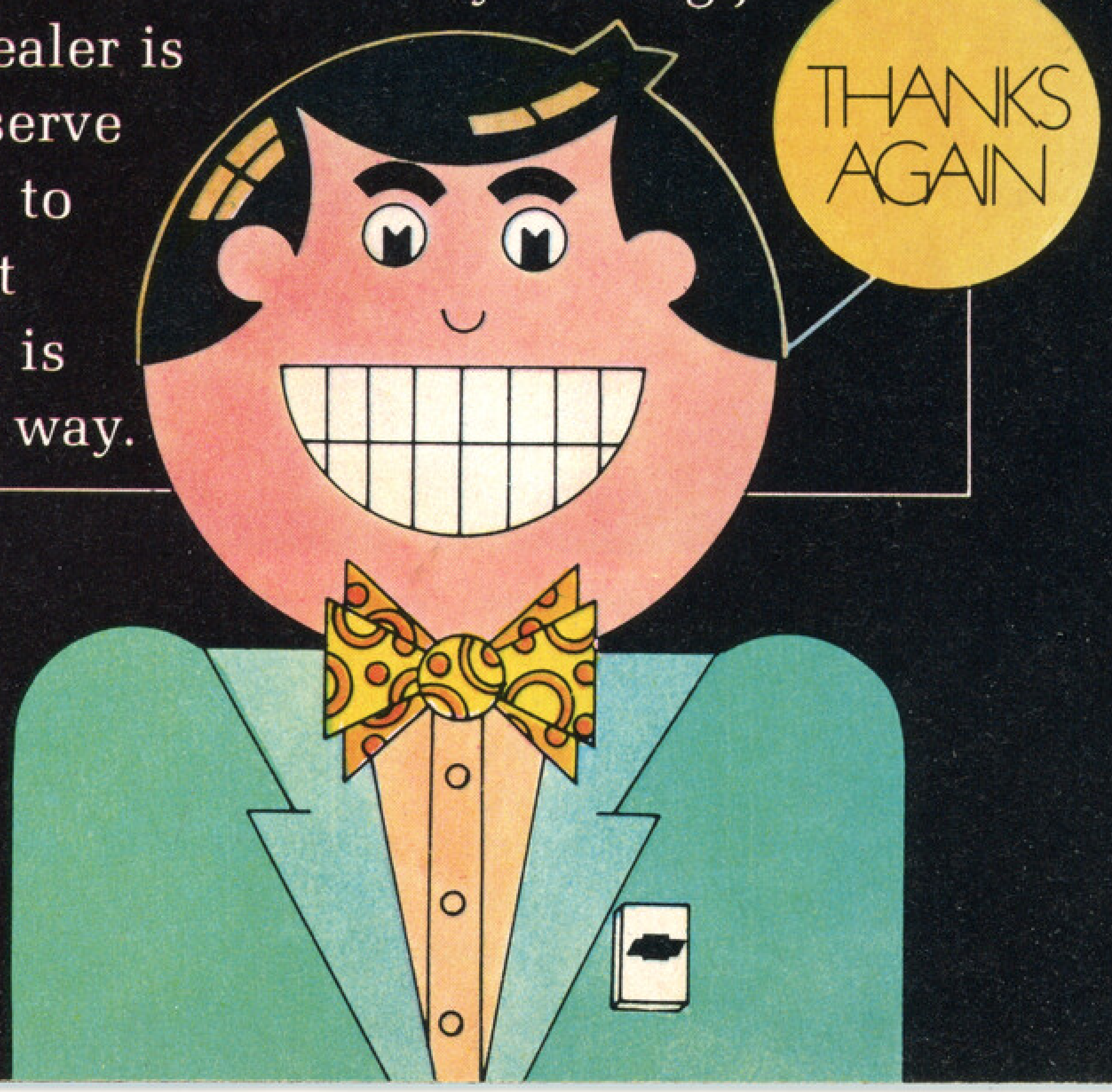
While you are at your dealership, walk into his showroom and see some of his mini-theater films. They'll tell you a lot of things about your new car that you may not know. They'll fill you in on the other Chevrolet models, too. (Your Chevrolet dealer can also lend your club or group a mini-theater film on golf, tennis, hot-dog skiing, and other sports.)



That's not all your dealer has to offer. He has a whole line of accessories to make your driving more pleasant. You'll find everything from rear window defoggers to luggage racks, remote-control trunk openers, electric clocks, even waxes and polishes. (Ask one of his salesmen to show you his latest accessory catalog.)

accessories

Your dealer is ready to serve you—and to prove that Chevrolet is the better way.



Overlooking Suncook River and Falls, New Hampshire's Pittsfield looks like miniature village; $50 winner by Ralph Pyne of Barnstead, New Hampshire.

Unusual view of two contented fishermen on the Dead River near Tavares, Florida; $50 winner by Carl Bowman of Peru, Indiana.

continued

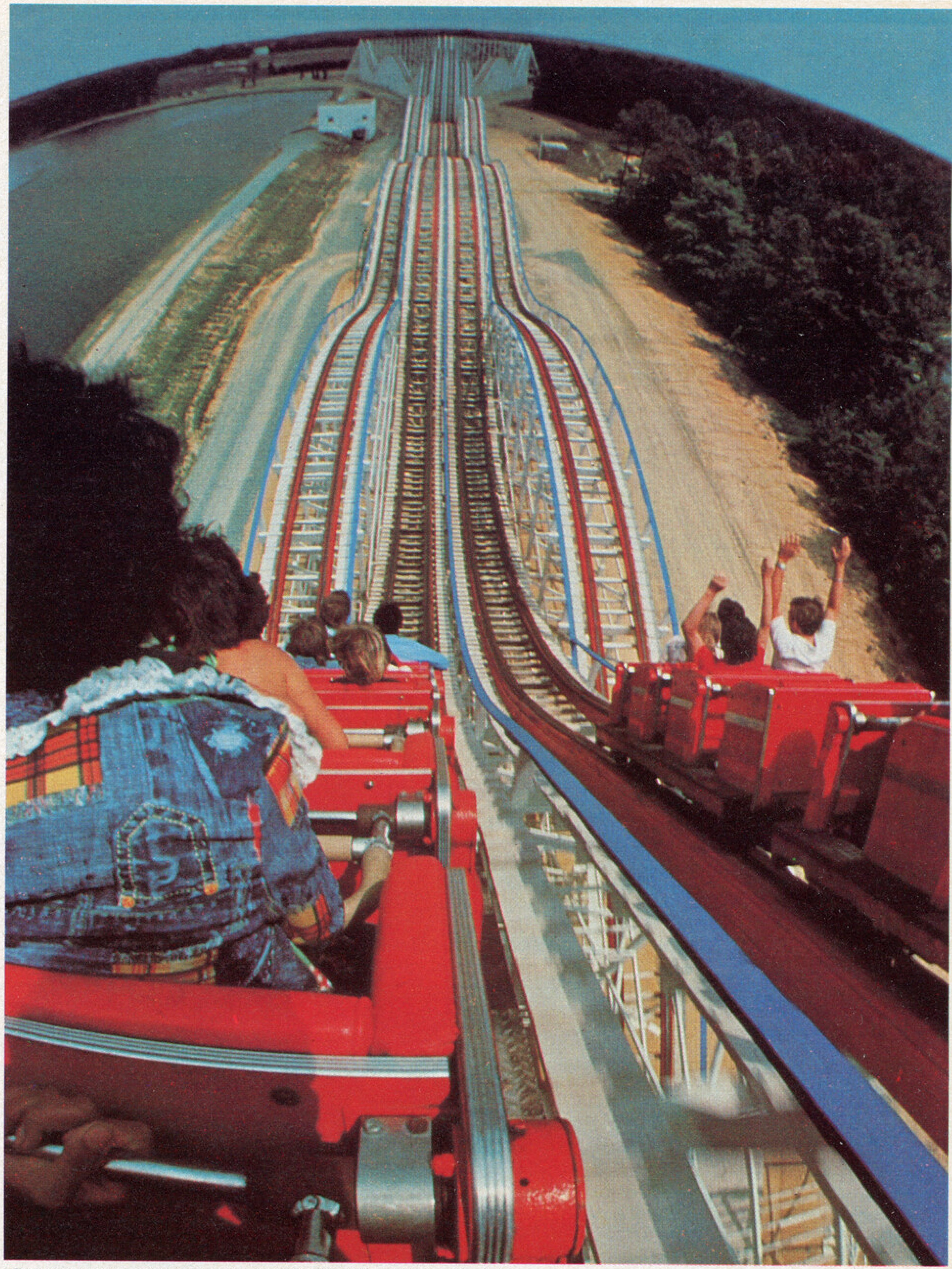
# WINNERS/continued

The most frequently submitted photos were color shots of sunsets. Scenic and historic places, flowers, children, pets, and animals in zoos or the wild were next. Least frequently submitted were photos of people in interesting or active situations. Letters that accompanied submissions indicate that most photos were taken on vacations or trips.

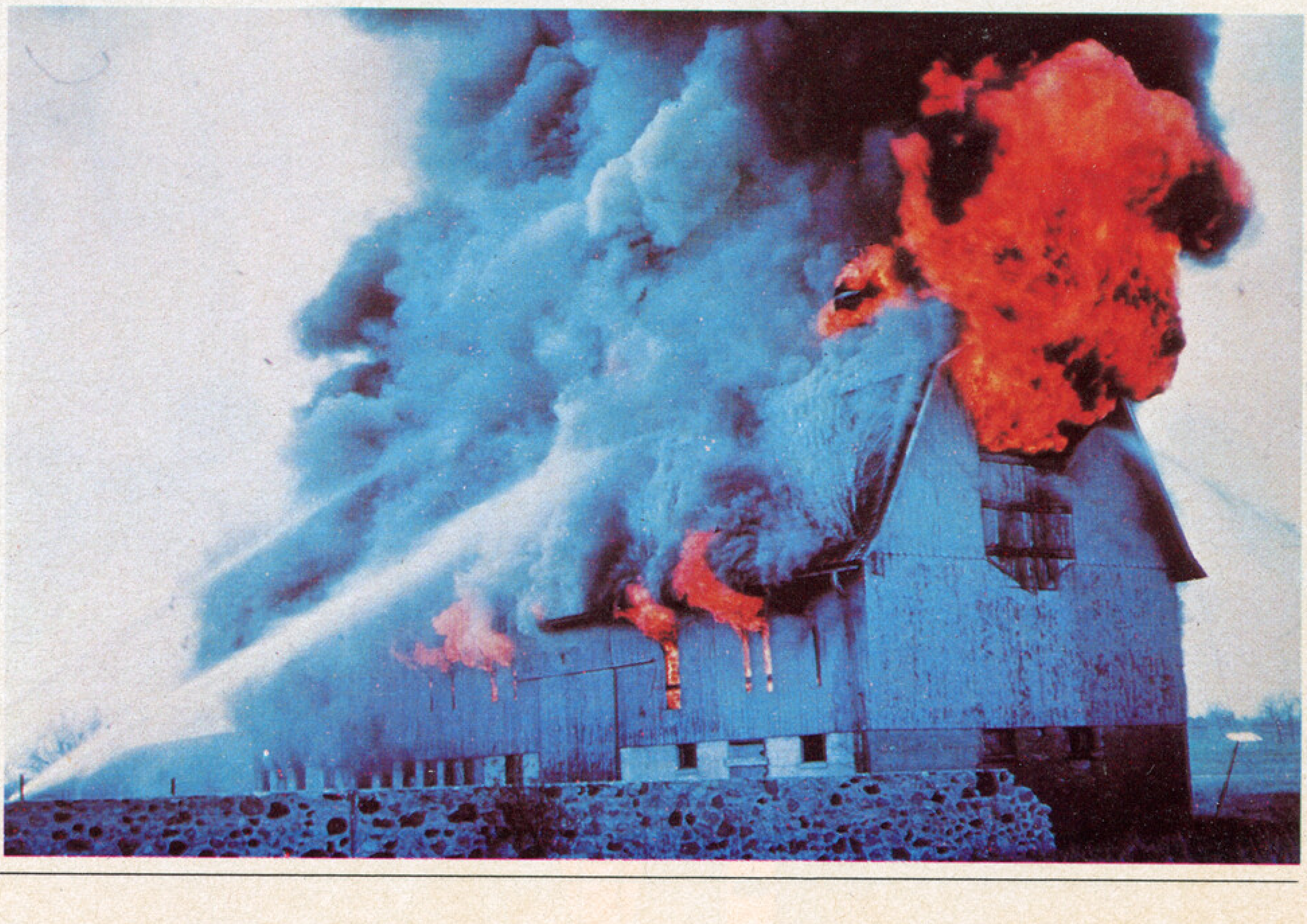
Besides the regular $25 that FRIENDS pays for each photo on acceptance, the first-place winner receives an additional $100; the two second-place winners each receive an additional $50; six runners-up each receive a book of beautiful color photos entitled THE WORLD OF MIRA ATKESON (royalties from this book go to the scholarship fund of the Photographic Society of America).

Although the "Photo of the Year" contest is over, we remind readers that the owners' section continues as a regular feature of FRIENDS Magazine. If you have photographs that you would like to submit for publication, see page 3 for details.

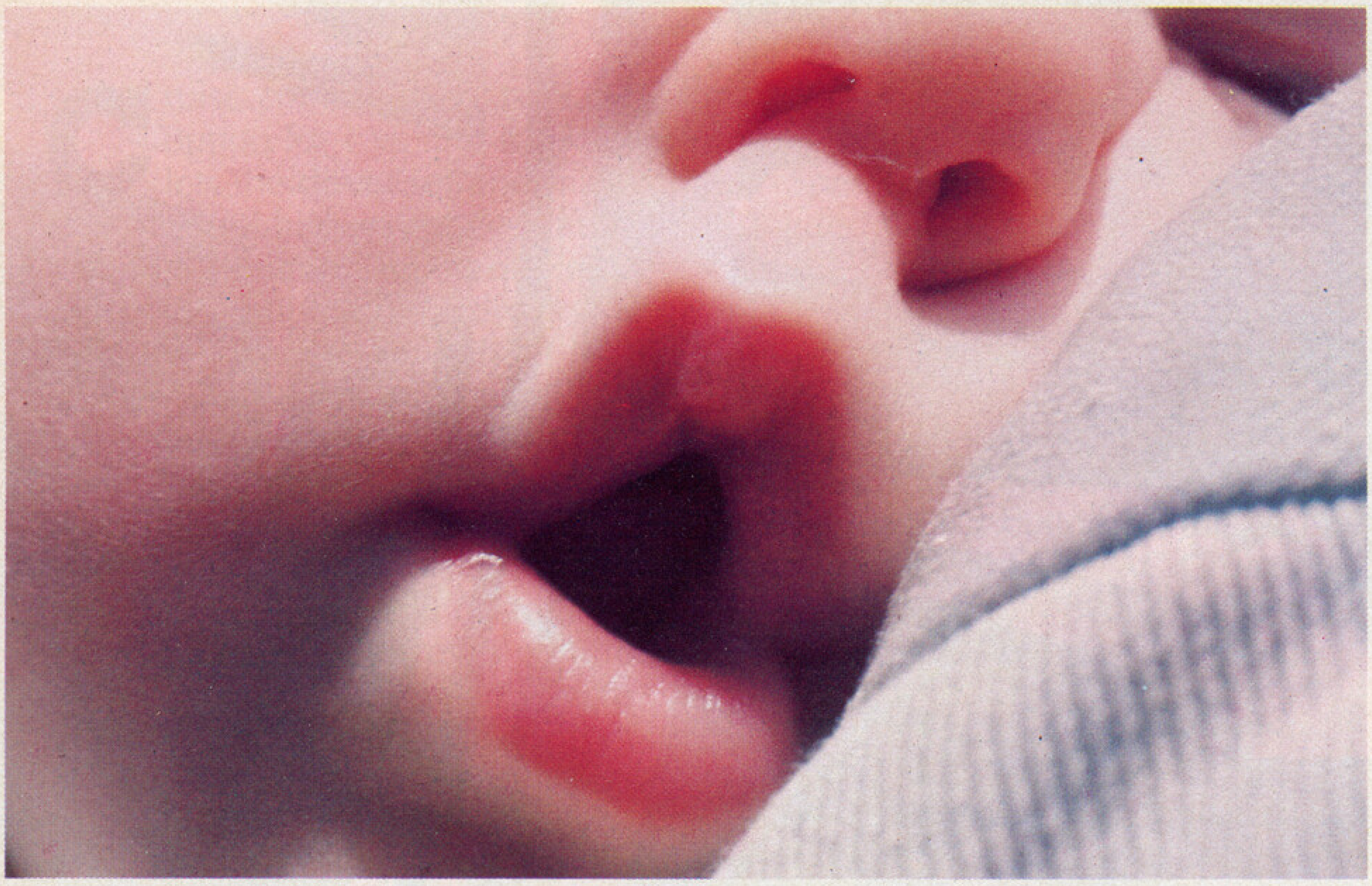
"Photo of the Year" judges (left to right): Herman Duerr, art director/associate editor, FRIENDS Magazine; Bob Vigiletti, chairman of the Department of Photography, Center for Creative Studies (Detroit); Jim Secreto, commercial photographer.



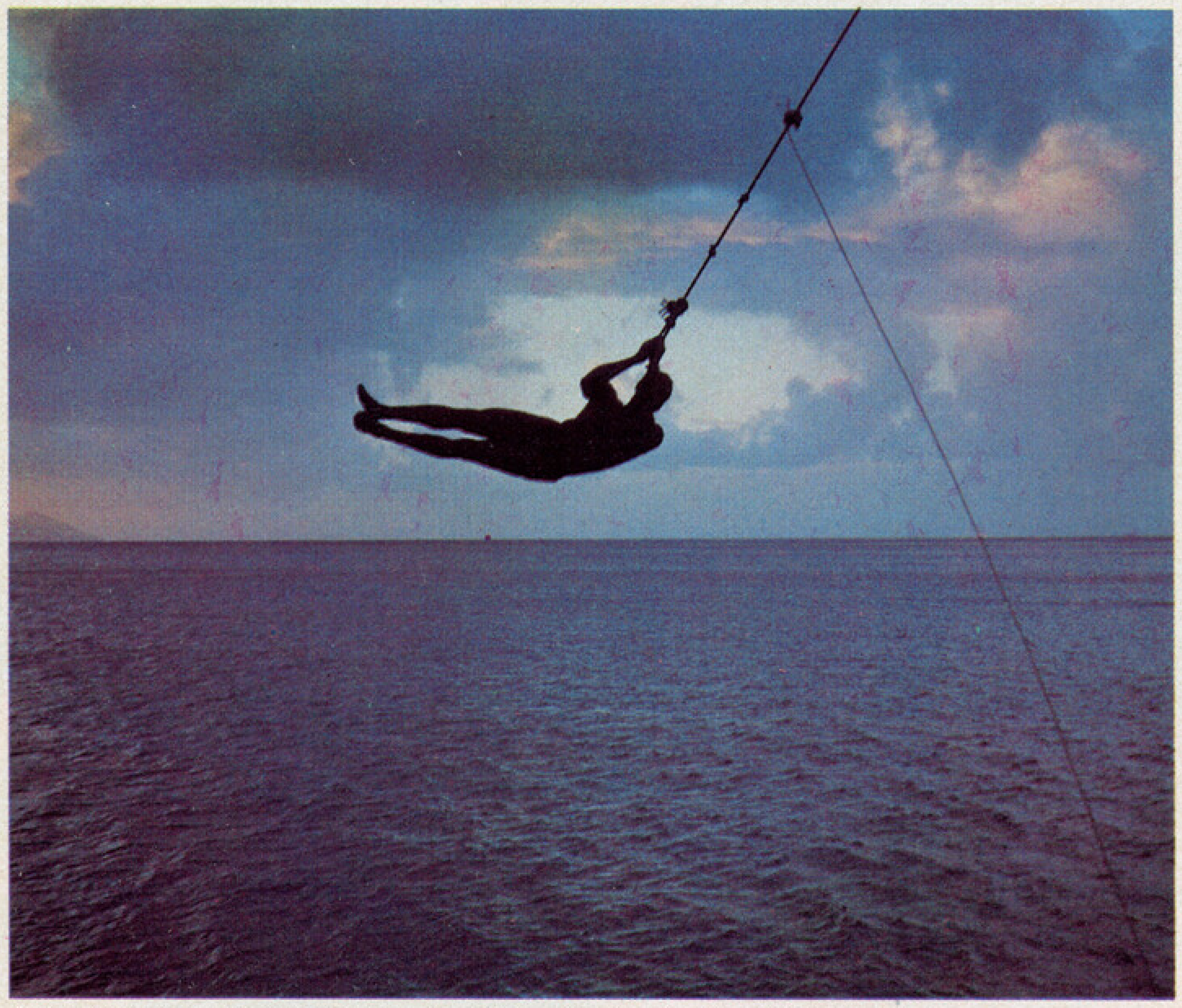
"Rebel-yell" roller coaster at King's Dominion Park, Virginia; runner-up photograph by Dr. Joe Atchison of Alexandria, Virginia.



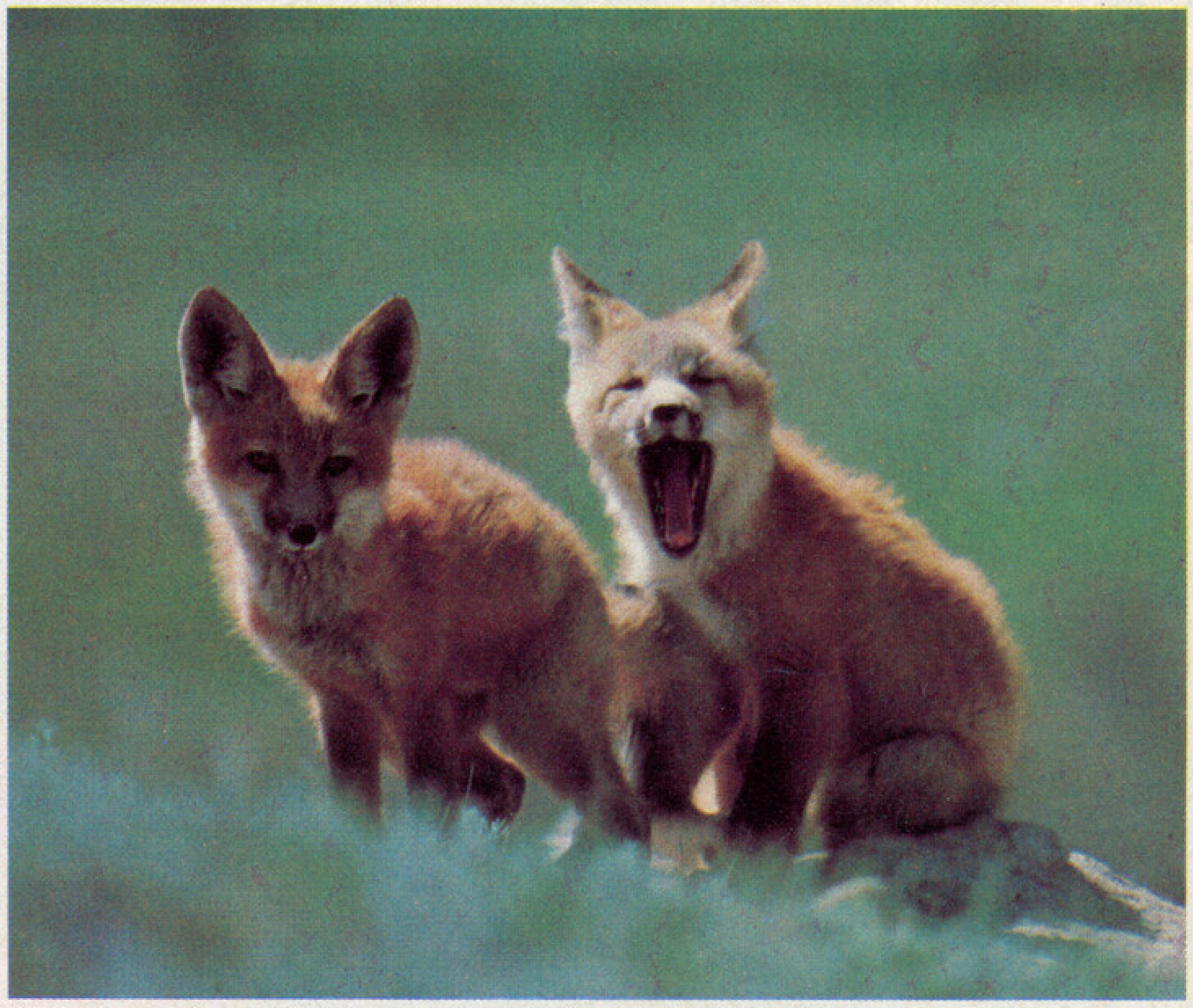
Fighting a roaring barn fire; runner-up photograph by Don Merriner of Eagle, Wisconsin.



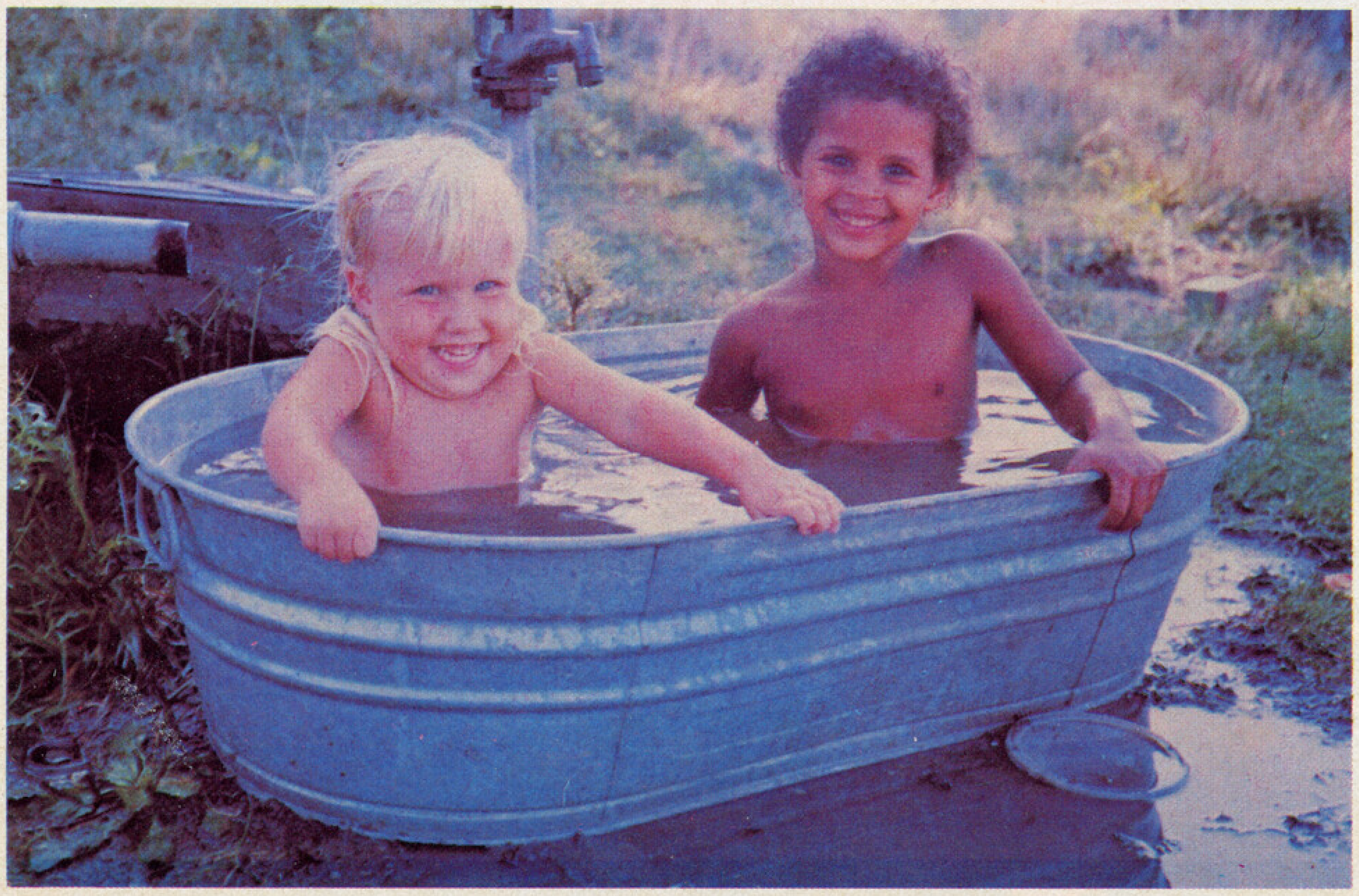
In his mother's arms, infant Chris Hummel finds perfect contentment; runner-up photo by Carol F. Gatewood of Evansville, Indiana.



Swinging from the yardarm of sailing ship in British Virgin Islands; runner-up photo by R. V. Setterstrom of Severna Park, Maryland.



Wild young foxes; after hours of watching and filming Robert Johnston of Deer Lodge, Montana, captured this runner-up photo.



Sharing a tub of cool water; runner-up photo by Betty Bruenjes of Kansas City, Missouri.

### CRUISE CONTROL

# TO TRY IT IS TO LOVE IT

BY DAVID GIRLING
FRIENDS AUTOMOTIVE EDITOR

CRUISE
R. M. Laslo

Cruise control is the available option for cars and trucks that lets the driver set and maintain selected highway speeds at the touch of a button. And strong repeat orders suggest that once drivers use it, they don't want to go without it.

The AC Division of General Motors builds and markets cruise control under the name of Cruise-Master. Its popularity is booming among Chevrolet car and truck buyers.

A decade ago, 7,400 customers took delivery of Chevrolets equipped with Cruise-Master. By 1977 there was a hundredfold increase as 740,000 AC Cruise-Master-equipped Chevrolets rolled off assembly lines.

Demand in 1978 is running at an even stronger pace. About one in three current Chevrolet car orders specify the available AC Cruise-Master. (It is not available with subcompacts.)

The cruise-control device also is available on light-duty trucks with V8 gasoline engine and automatic transmission.

## GOOD REASONS FOR POPULARITY

Users are enthusiastic about the convenience and comfort potential the speed-control system offers.

Vacation cruising, including trailer hauling, takes on a new dimension of convenience with the system.

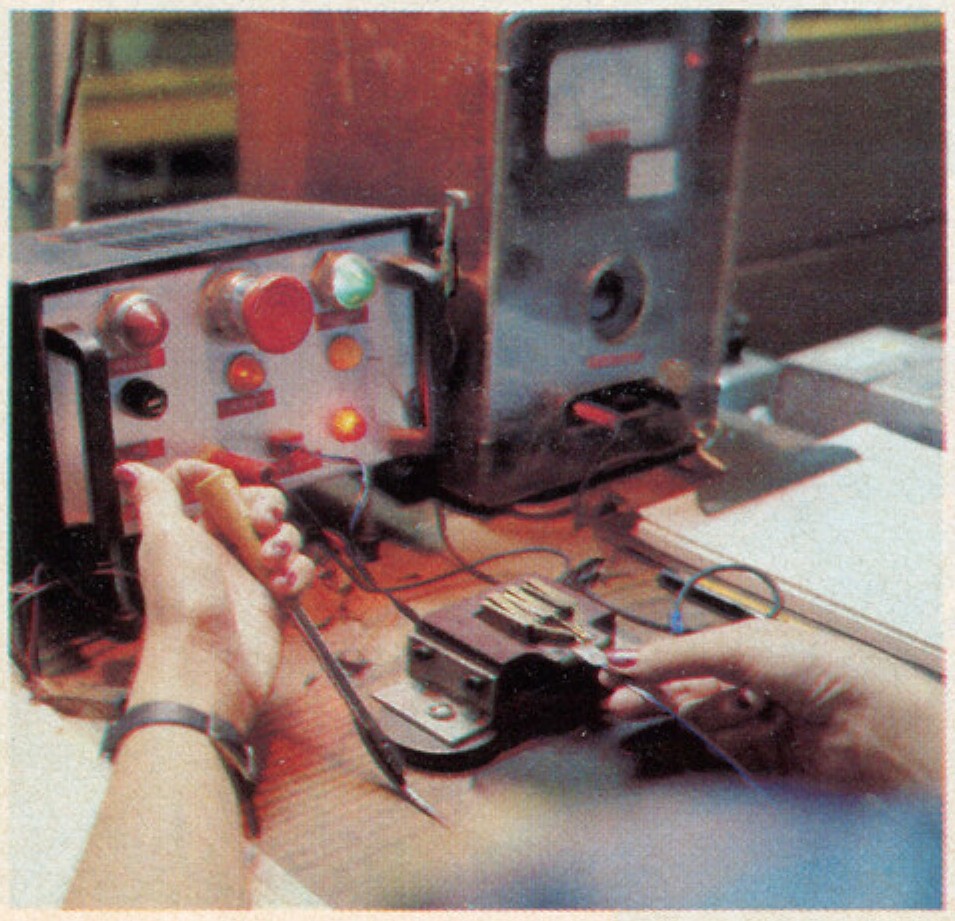
Many drivers feel that AC Cruise-Master helps reduce the mental and physical fatigue of long trips. The driver can change position more frequently without interrupting speed.

The need to keep the right leg in a fixed position for extended periods is reduced.

There's virtually no worry about being flagged down for speeding when AC Cruise-Master is set at the legal limit.

Speed automatically adjusts to rolling terrain—usually to within 2 mph of the desired pace.

Cruise-Master controls are checked by hand.



## PUSH-BUTTON EASY

How does AC Cruise-Master work?

Very simply. You accelerate to a desired speed above 30 mph and lightly press a button on the end of the turn-signal lever. AC Cruise-Master then takes over throttle control and maintains the desired speed.

Wiring in turn-signal lever is hand-soldered.

To increase cruise speed, you accelerate to the desired higher speed, press the button fully, slowly release it, and the system adjusts itself to the new speed.

To temporarily increase speed—to pass another vehicle, for example—you accelerate as you normally would. When you take your foot from the pedal, the car returns to the original cruise speed.

To reduce the controlled speed, you hold the engagement button fully depressed, coast to the desired speed, release the button, and AC Cruise-Master is back on the job.

A touch of the brake pedal cancels out all of the above, returning manual throttle control to the driver.

## HIGH QUALITY AT AC

FRIENDS recently visited the AC cruise control plant at Flint, Michigan. We saw assembly operations conducted in rooms pressurized to keep out dust, and air-conditioned for proper temperature and humidity.

Deft-fingered employes even wear white cotton gloves to keep skin oils from internal parts.

In the reliability labs, random-selected components are torture-tested in temperatures ranging from 40 degrees below zero to 250 degrees above.

AC engineers explained that AC Cruise-Masters are proved out in the real world of driving through extensive on-vehicle testing at GM proving grounds in Michigan and Arizona.

Cold-weather tests take place in the frigid ambience of northern Minnesota, and altitude tests are conducted in the mountains of Colorado.

## WHAT GOES ON UNDER THE HOOD?

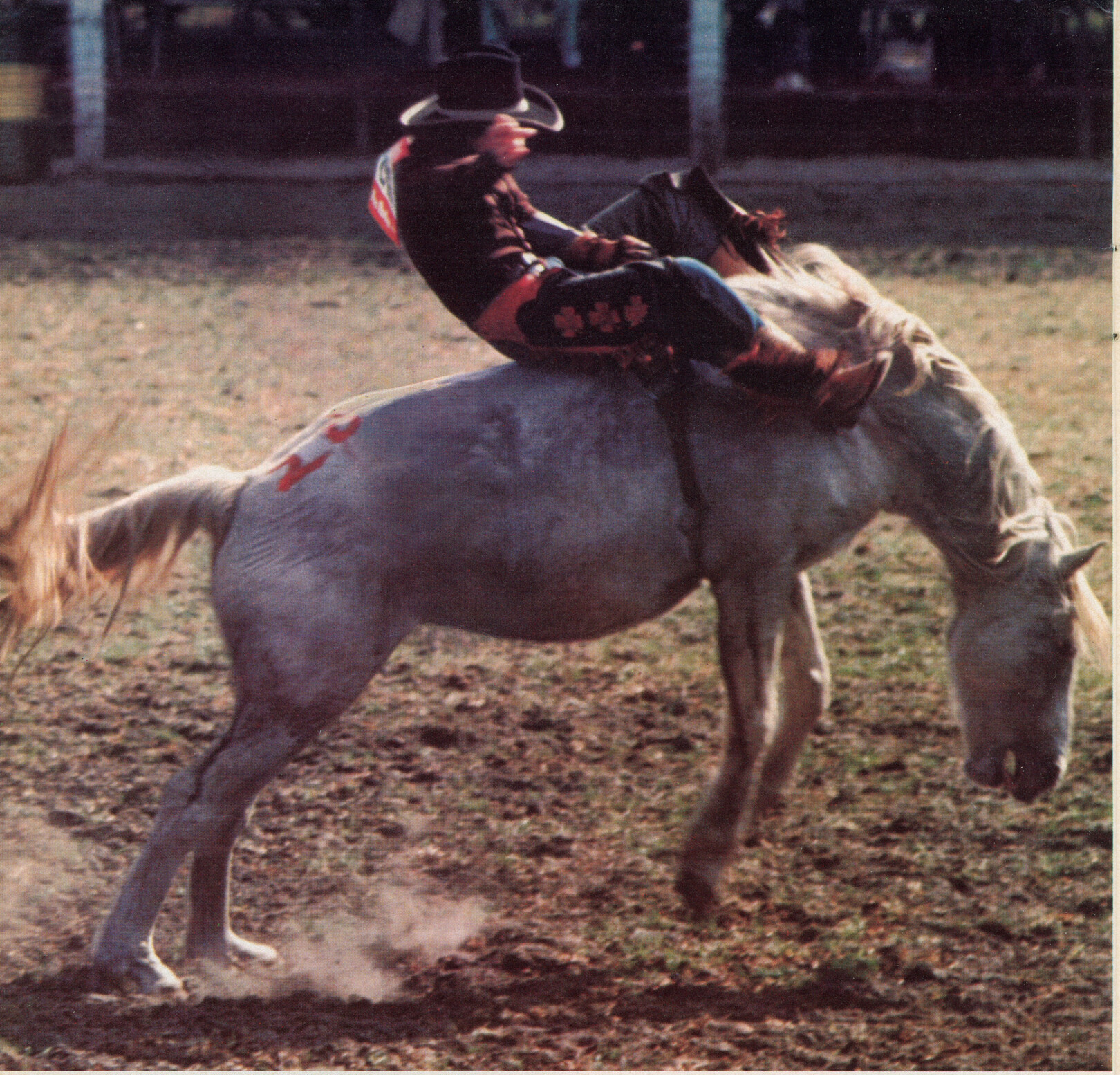
AC Cruise-Master's underhood action is triggered by the engagement button at the end of the turn-signal handle.

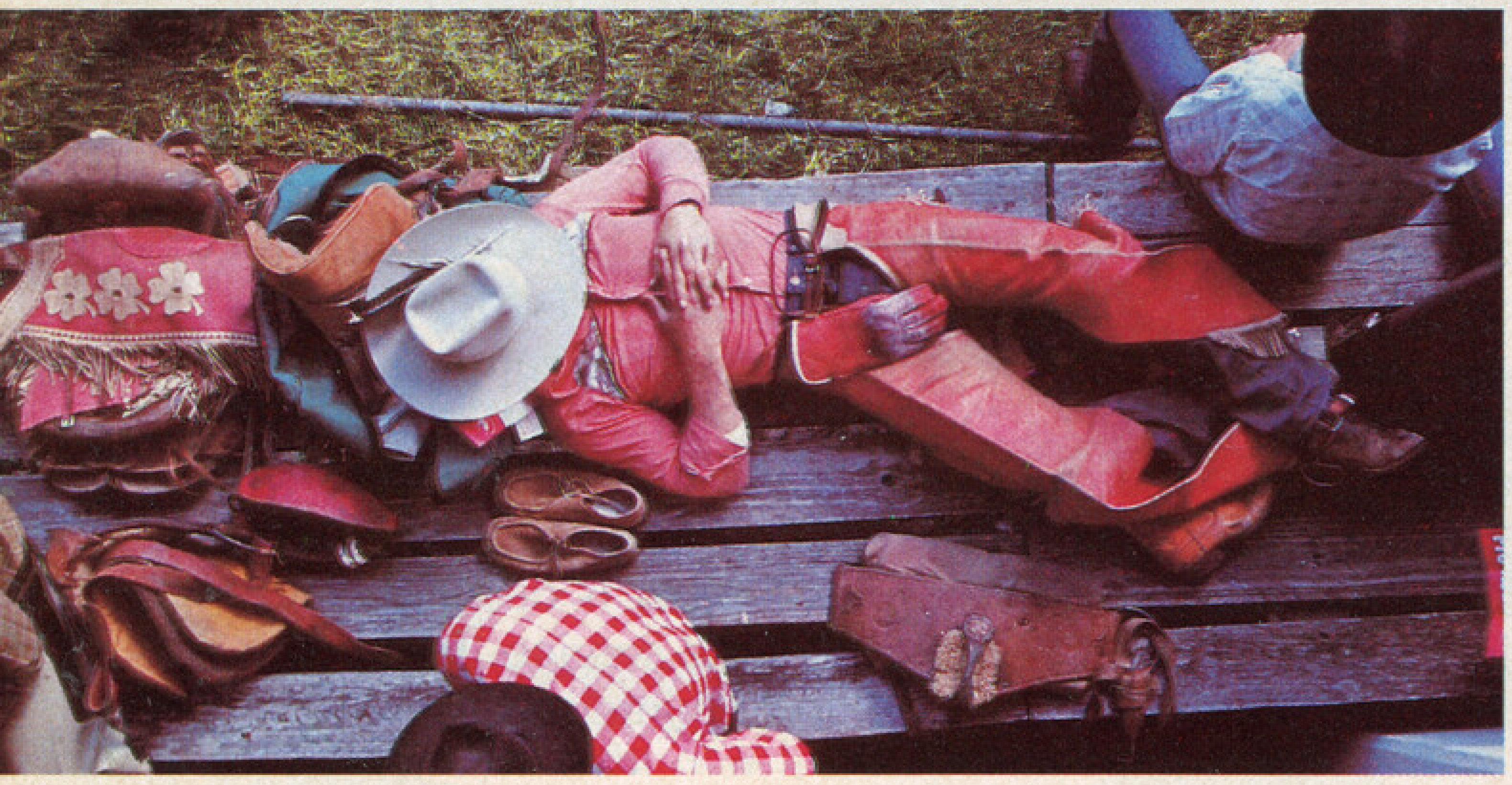
When pressed lightly (first stage), the system automatically engages through a transducer. This speed-sensing and control device takes information from the speedometer cable and instructs a power unit near the carburetor to adjust the throttle to maintain desired speed.

When the brake pedal is touched, everything goes back to manual control by the driver. Two units—an electric "brake switch" and a secondary "vacuum dump valve"—disengage the system electrically and pneumatically when the brake pedal is pressed.

Cruise-Master is designed for durability, reliable service, and needs no scheduled maintenance. □

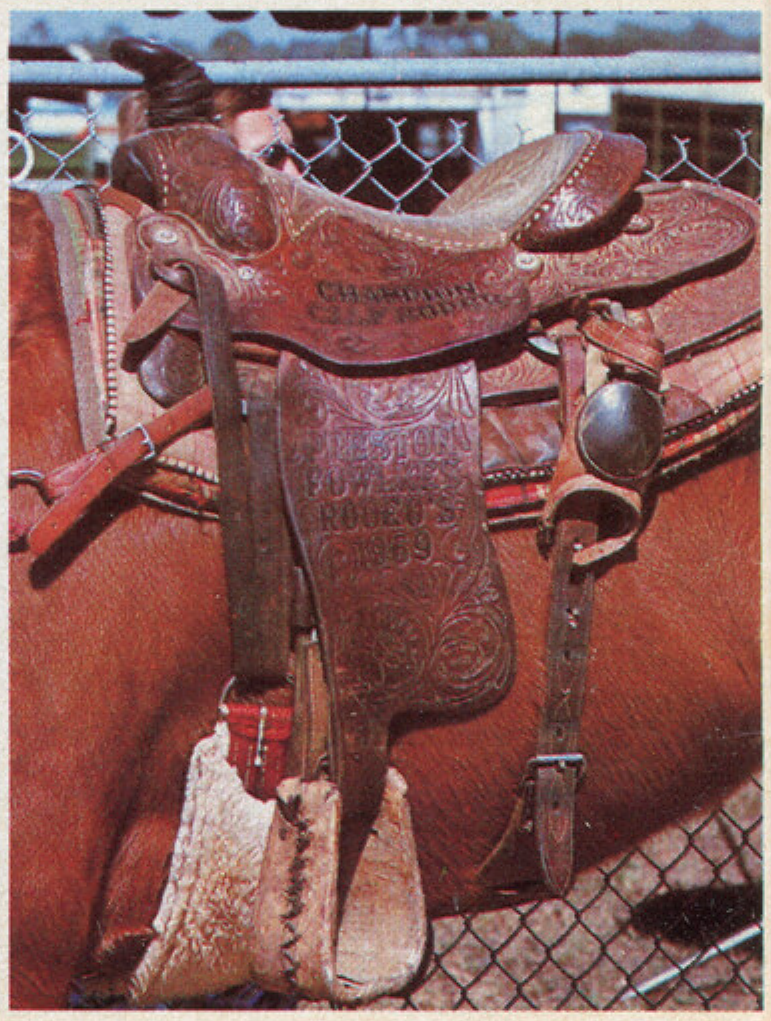
Underhood components receive computerized inspection.





The fury of the horse in bareback bronc riding is matched by the rider's determination to hang on. He only gets one chance (top). Colorfully dressed cowpoke rests up for the next event (above).

The rodeo begins with flag-carrying rider galloping past the stands.



Competitors value their handcrafted, detailed saddles.

# RIDE 'EM, KISSIMMEE!

BY TIMOTHY P. LEWIS

## IN A SMALL CENTRAL FLORIDA TOWN, AN ANNUAL FEBRUARY RODEO HAS GOT TO BE GOOD. AND IT IS!

The gate opens and 1,800 pounds of angry black bull explodes into the arena, carrying 145 pounds of cowboy clutching desperately to its back. With the sound of fiddle and guitar echoing around them, bull and rider clash for eight seconds of bone-wrenching fury. At last the whistle blows and the rider throws himself free, narrowly averting the sharp hooves that are still shaking the ground around him.

The clowns move in quickly, waving their arms and shouting taunts to attract the enraged animal's attention. The bull, however, knows its target. Head lowered, horns aimed, it thunders in pursuit of the man who has left his back. Terrified, the cowboy races to the gate and climbs it just as the juggernaut chasing him crashes into the metal railings and nearly shakes him free. Its victim gone, the bull snorts loudly and heads back into the ring to pursue the clowns. The rider crosses himself thankfully and looks up at the judges.

"The judges say a 55 for that one, which won't be good enough," the announcer says, "so let's have a consolation round of applause for our rider from Portland, Oregon . . ."

The eight-second ride has cost him the price of plane fare from Oregon to Orlando, a rented car, three nights in a motel room, and a $35 entry fee per event—all paid for out of his own pocket. In eight seconds he has finished out of the money, but there will be other rodeos, and he will try again.

### RODEO PERFORMERS AREN'T GUARANTEED A CENT

The story of rodeos is one of adversity and occasional triumphs over it. Clem McSpadden, who announces rodeos on national television and provides personal commentary at 30 such events from Florida to the finals in Oklahoma City every December, says it is the all-or-nothing atmosphere of the competition that has made rodeo such a rapidly growing sport, after years of being relegated to being something for curiosity-seekers at state fairs.

"People look at their favorite baseball star," McSpadden says, "and they see he's earning a million dollars a year, and that takes some of the sport out of it. Our fans know that people involved in rodeo aren't guaranteed a cent. They exist on talent and luck, and they believe the harder you try, the better your luck. There ought to be more people like that today."

The Silver Spurs Rodeo in Kissimmee, Florida, is the product of a community effort unequaled even in the more traditional rodeo country of the West.

A rodeo is supposed to be too large, too complex, too expensive a project to handle without the help of professional rodeo contractors, but like the dodo that has never been told it cannot possibly fly, the people of Kissimmee have gone ahead and done what they set out to do anyway.

The Silver Spurs was formed before World War II, when the sons and daughters of local ranchers would gather on Sunday afternoons to enjoy each other's company and horsemanship. "We never intended to get into the rodeo business," one of the founders recalled, "and to this day I can't tell you why we did."

The group eventually formed a quadrille, or square dance on horseback, that is still a part of the annual rodeo program. The quadrille team was invited to several neighboring rodeos and, on Independence Day in 1944, the first Silver Spurs production admitted spectators, at the price of one war bond, to a remote cow pasture in Kissimmee, where the rodeo got on the way to its position as one of the top 20 shows on the national circuit.

### TWO KISSIMMEE RODEOS EACH YEAR

There have been two rodeos a year in Kissimmee since 1952, and in recent years they have nearly always filled the 12,000-seat Silver Spurs stadium, only 20 minutes from Disney World.

The year's first rodeo is in February, and it is the larger of the two, attracting most of the nation's top rodeo performers. Since the major portion of the rodeo circuit does not become active until April, the Silver Spurs Midwinter Rodeo can attract a virtual Who's Who of rodeo competitors.

The February program is sandwiched between the annual Central Florida Fair and the Florida State Fair and offers a sideshow and livestock exhibit in conjunction with the rodeo. The Independence Day program, which also lasts three days, has

*continued*

NON - PRO OPEN
E.C.C.H.A.
N.J.
19
73
1976
1976

Nearly one ton of angry brahma bull comes flying out of the chute intent on dumping its rider (top). No well-dressed self-respecting cowboy would be caught without ornate belt buckle (above).

IT'S DIFFICULT TO UNDERSTAND WHAT MAKES A 145-LB. MAN WANT TO SIT ON THE BACK OF AN ANGRY, DANGEROUS 1,800-LB. BULL

the added attraction of night shows.

Kissimmee and neighboring St. Cloud come alive for rodeo week. There are parades, queen contests, and big-name entertainers. Schools close for the festivities and the population of the area may triple. The 300 members of the Silver Spurs Club work feverishly to finish work initiated months before, to make sure everything goes just right. And it usually does.

Alan Starling, owner of a Chevrolet franchise in Kissimmee and an active promoter of the Silver Spurs event, says, "We're proud of the place where we live. There's a great deal of growth in the Orlando area, and we feel we are part of a modern, progressive trend in Florida. But the people here are proud of their heritage, too, and once or twice a year we like to go back and relive it with the Silver Spurs Rodeo."

## TRAVEL INFORMATION

The Kissimmee-St. Cloud Silver Spurs Rodeo is next scheduled for February 17 to 19, 1978. The rodeo stadium is located on US 192-441 between Kissimmee and St. Cloud near Exit 65 of the Florida Turnpike. All seats at the rodeo are reserved, and must be ordered well in advance. Tickets are $2, $4, and $5. (Write to the Chamber of Commerce, 320 E. Monument Ave., Kissimmee, FL 32741.)

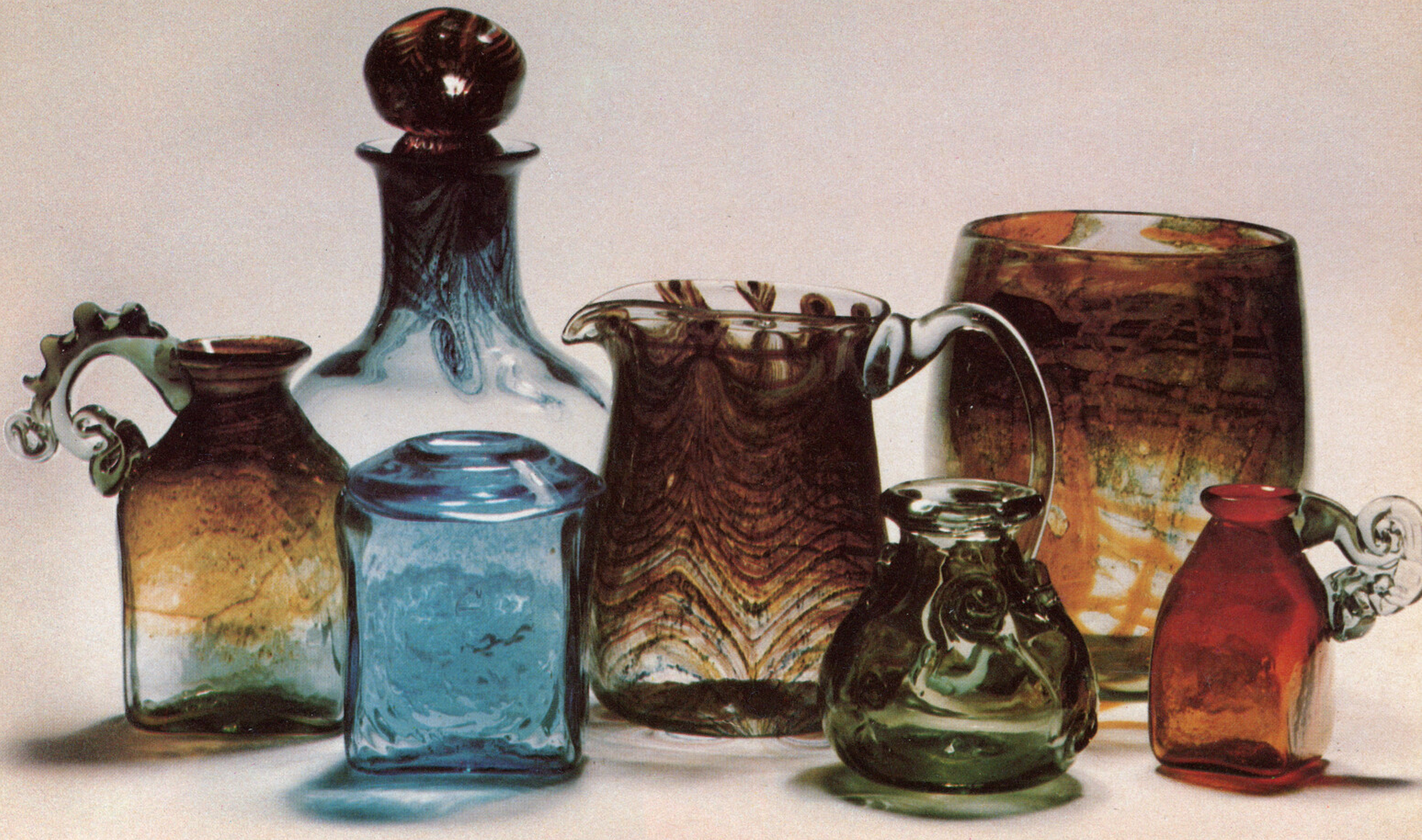
Travelers may also reach the area from the Orlando airport, which is actually closer to Kissimmee than Orlando. There are ample motel accommodations within a mile of the rodeo arena, including many of the large national motel chains.

Other items of interest in the community include an aircraft exhibit with a full-scale SST mockup and the Kissimmee chain of lakes, providing access to both the Gulf of Mexico and the Atlantic Ocean. Features in the neighboring area include Disney World, Circus World, Sea World, and the motion picture wax museum. □

# GLASS BLOWS HIS MIND

BY ROBERT J. SMITH

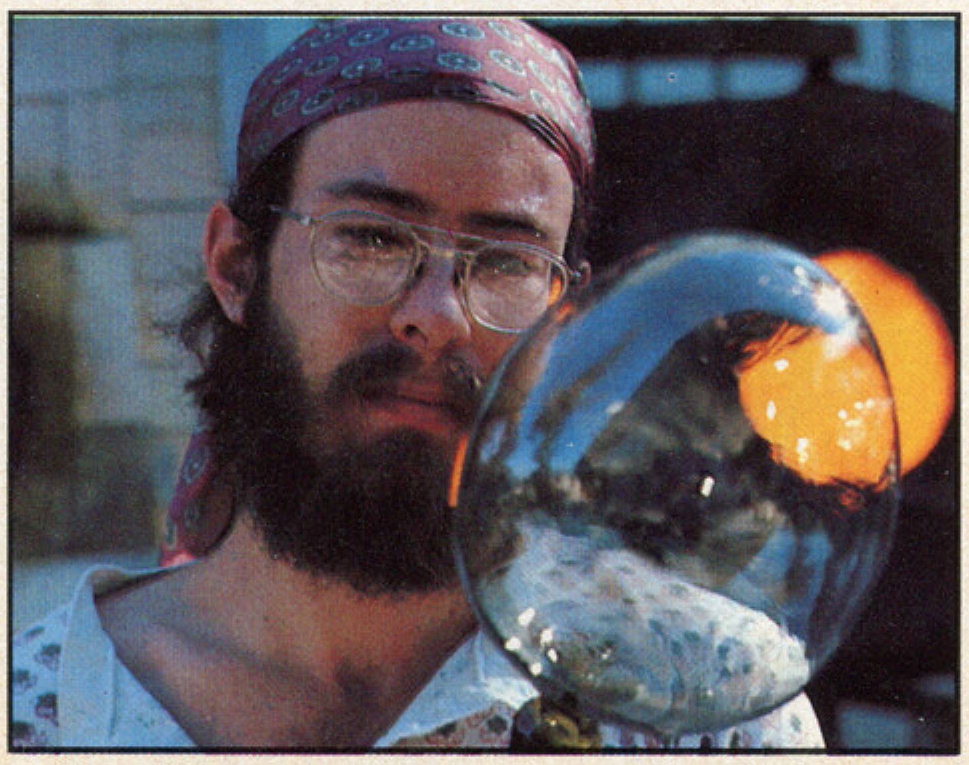
M. Rhys Williams is an artist whose medium is glass, and he literally starts his creations from scratch



Colorful, decorative glass pieces are examples of M. Rhys Williams' work.

The scratch that artist M. Rhys Williams employs to start his glassblowing creations is a process called batching. For it, Williams uses a recipe of silica sand and various soda and lime-spar fluxes along with cullet (old glass) to create his own batch of glass. The batch is fired in a furnace at 2400 degrees Fahrenheit for 24 hours to get the viscous glass which is the basis of the glassblower's art.

At the start of the process, Williams dips out a small portion of glass on the end of a five-foot steel blowpipe. It is then blown and shaped to form with wood and steel tools.



Artisan M. Rhys Williams inspecting bubble of blown glass.

In addition to blowing and shaping with tools, the glass is also subjected to a gentle twirling that elongates and shapes the mass. Since the glass must be kept at a temperature that ranges from 1900 to 2200 degrees to be pliable enough to shape it, it must be reheated periodically during the process.

The final stage is a process called

continued

**Each design by Williams is original and unique. The art calls for a high degree of craftsmanship as well as artistic ability**

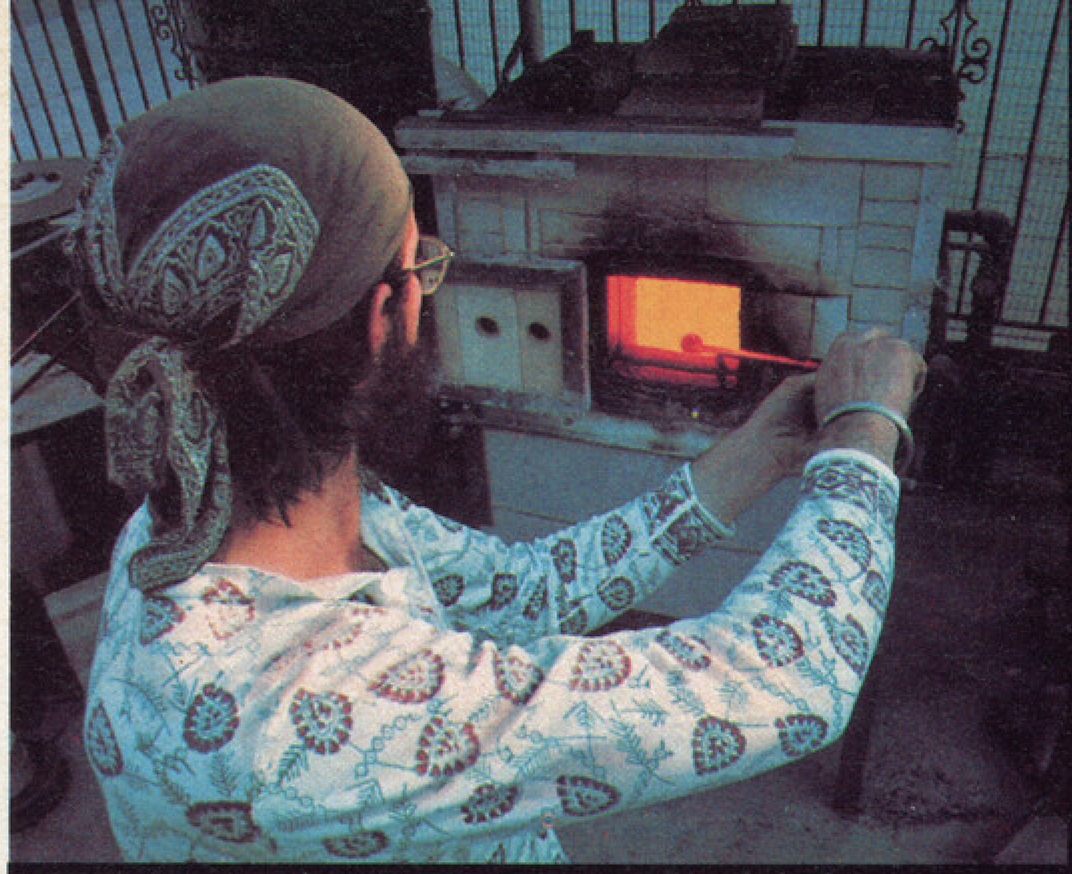
annealing, which allows the glass to cool off slowly to handling temperature without fracturing. This process takes about 14 hours during which the temperature is reduced substantially at a rate of about 40 or 50 degrees per hour.

Williams of Claremont, California, is rapidly gaining renown for his unique and artistic blown glass. He received a Bachelor of Fine Arts degree in 1970 from Ohio University where he began the study of glassblowing. He earned a Master of Arts degree at Illinois State University where he participated in workshops with famous American glass artists.

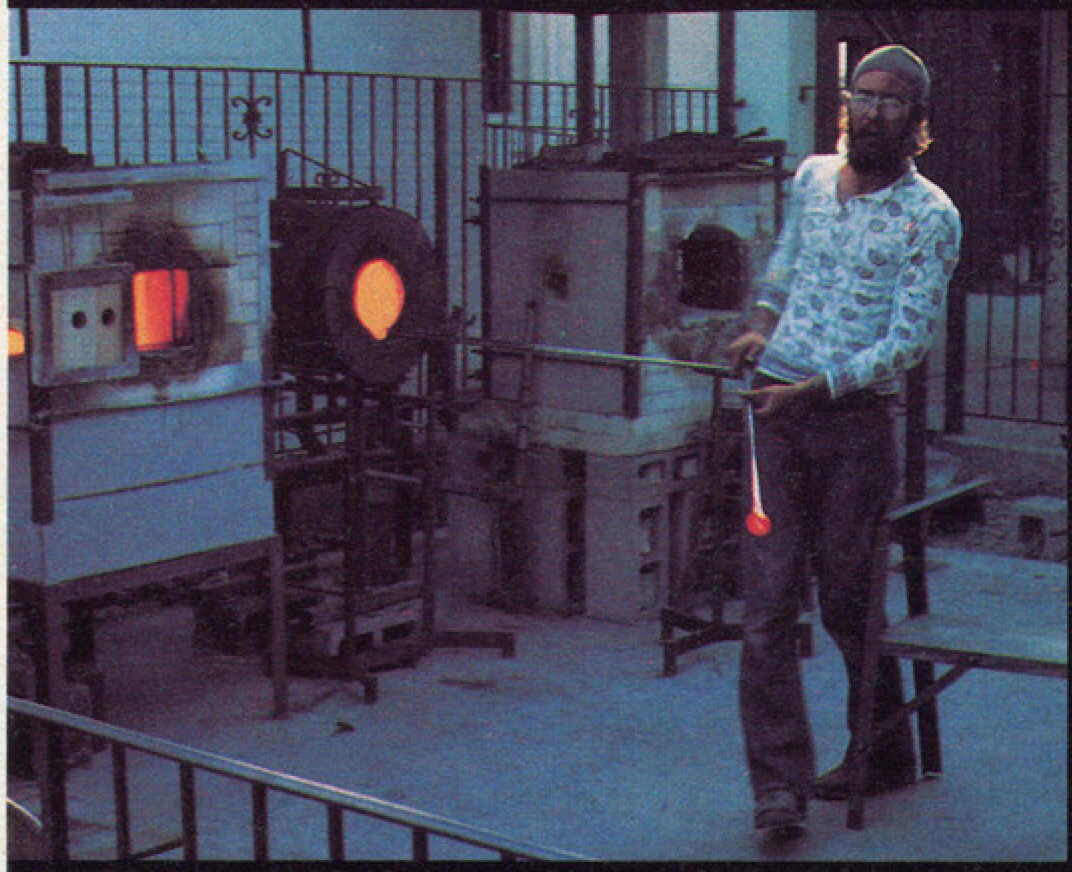
Williams' work has been seen in exhibits at the Midwestern Craftsmen's Exhibition, the Oakland Museum in California, and at one-man shows at Illinois State University, the Foothill Art Center in Claremont, California, and at California State in San Bernardino. Many of his pieces can be found in private collections throughout the country.

Williams is one of a growing number of artists who has chosen glass as a medium of creation. This art calls for a high degree of craftsmanship as well as artistic ability. His work is similar in style to French glass artist/craftsman Emile Gallé, who at the turn of the century combined the design elements of glass artistry with the craftsmanship to produce the design himself.

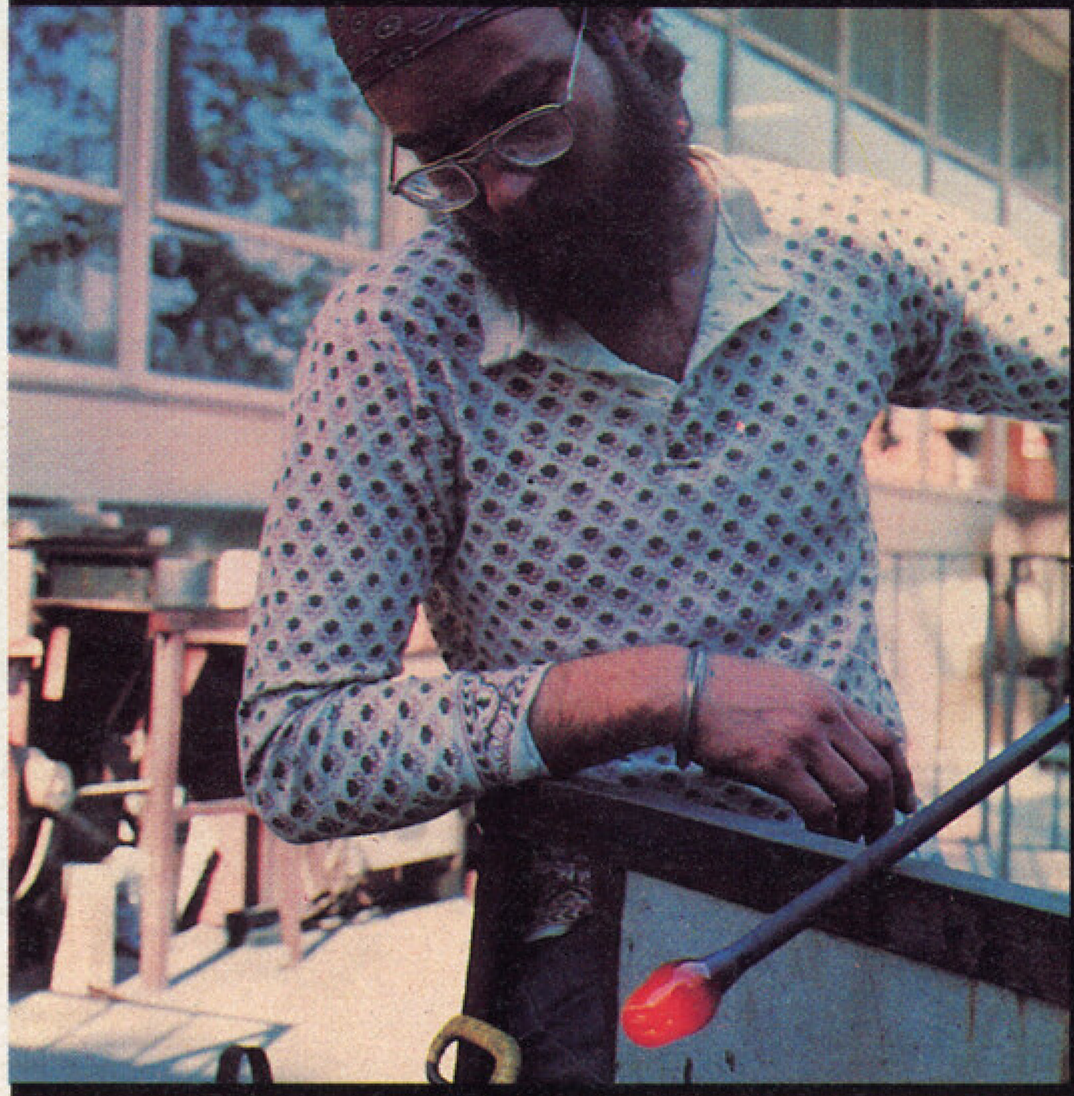
There are a number of schools now teaching glassblowing as part of their art courses, and increasing numbers of young artist/craftsmen and women are working in the medium. Williams, however, is one of the few to have a private studio. The cost of the equipment is such that most artists work out of co-ops or group studios. In addition to his actual glassblowing, Williams teaches a course in the art. □



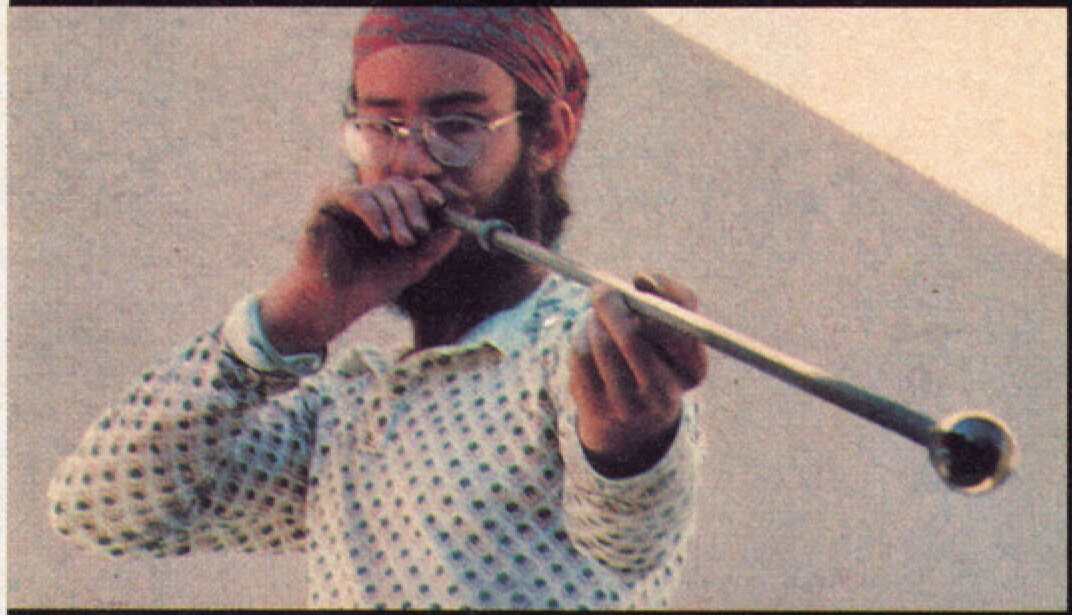
Molten glass is first put on blowpipe and placed in furnace.



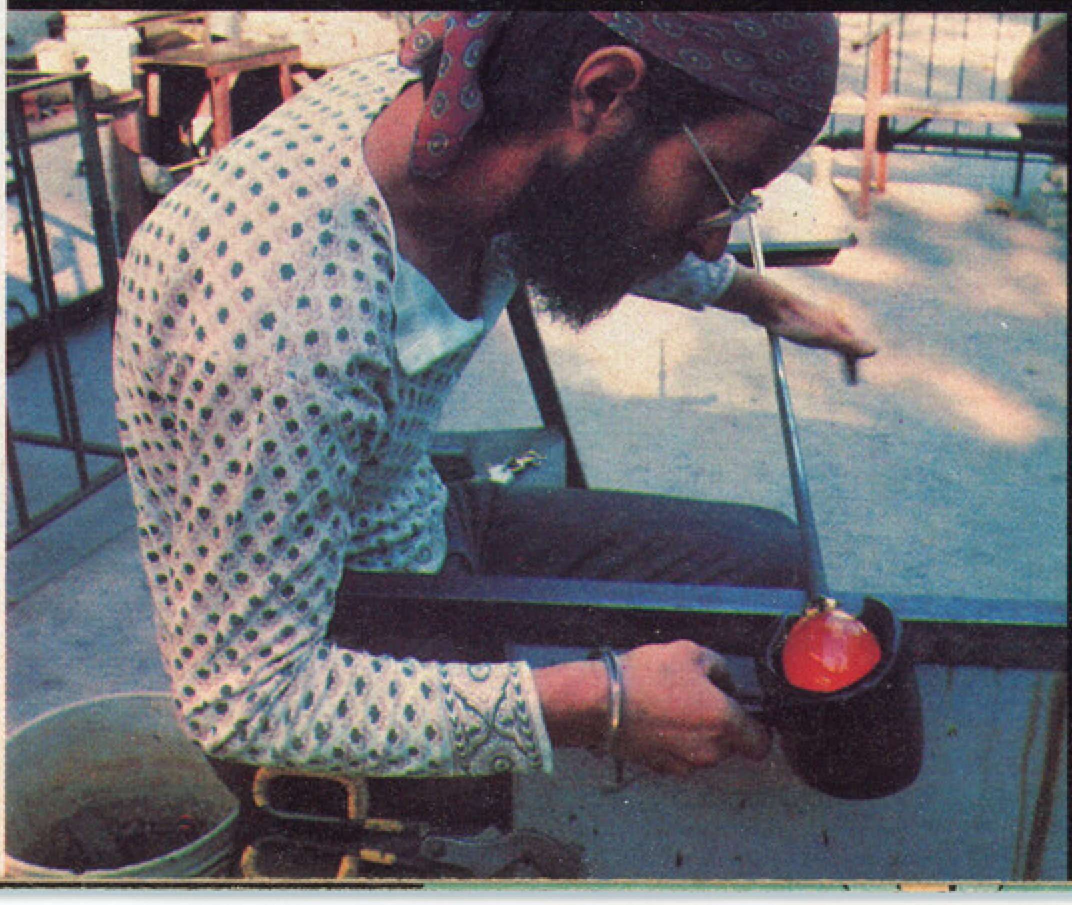
Williams takes molten glass, or gather, from furnace.



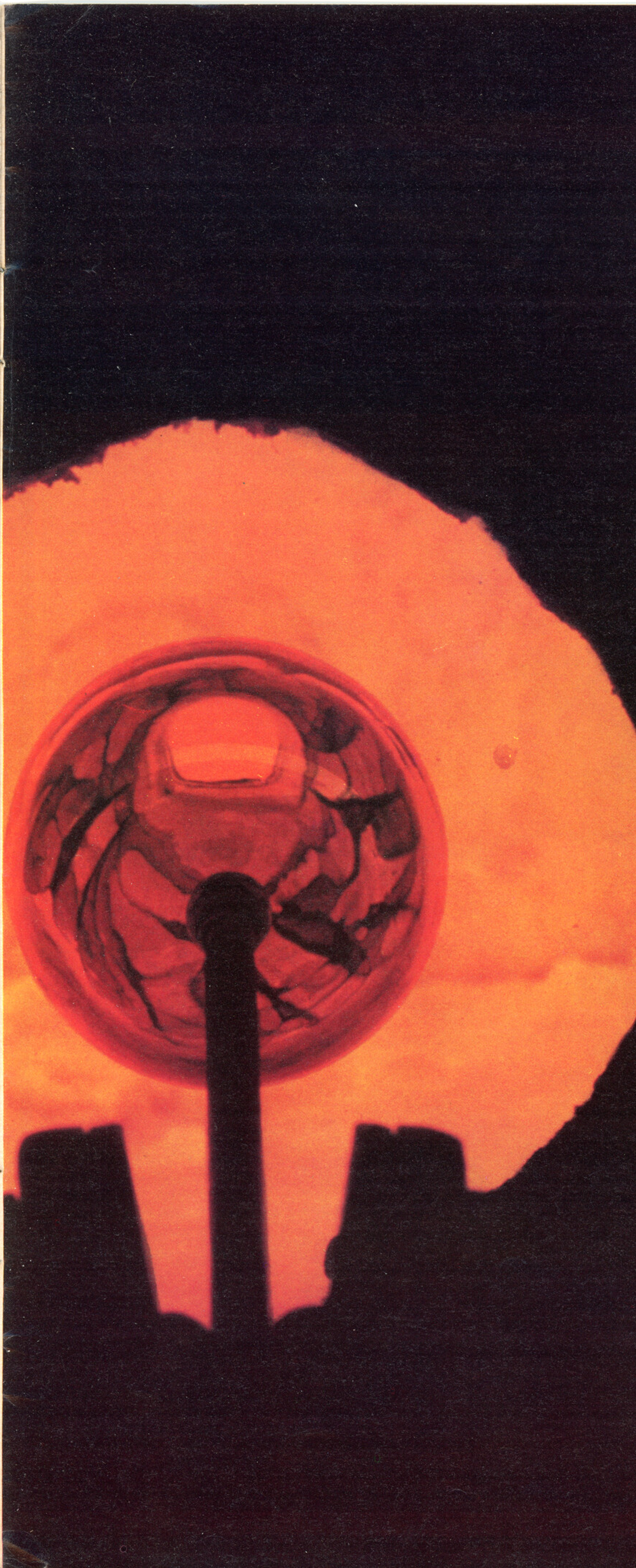
Williams gently rolls gather to shape it.

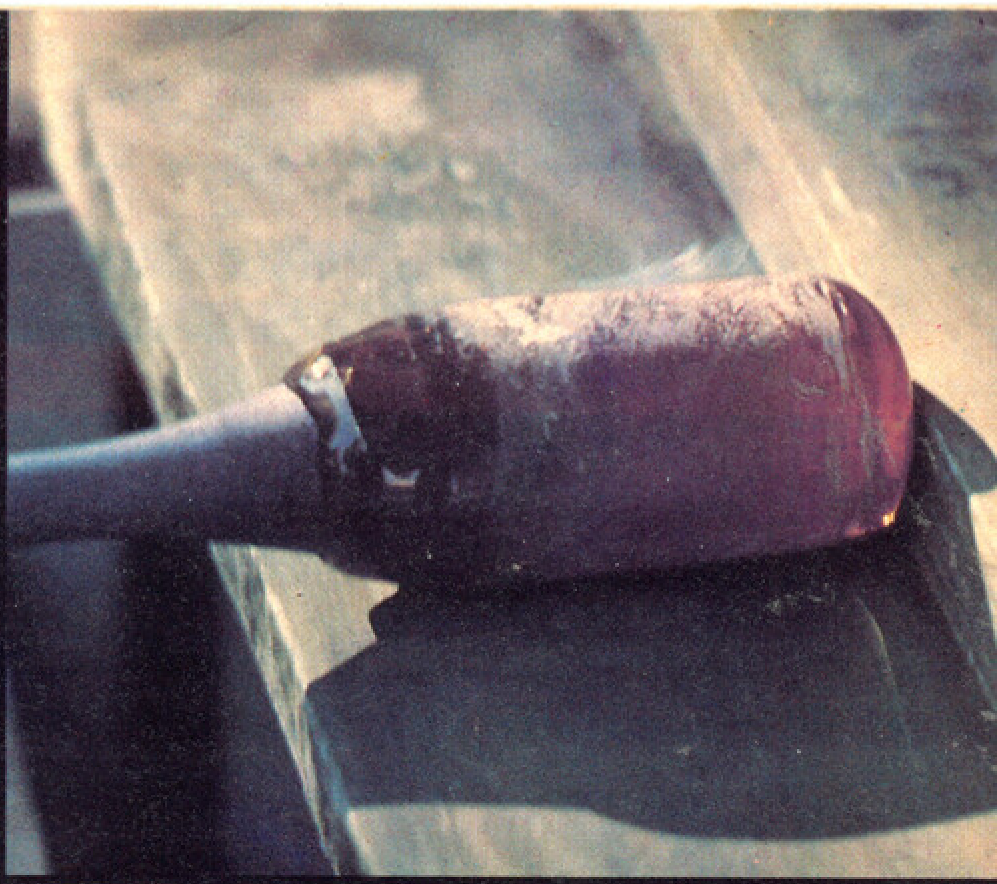


The glass is blown in one of many processes that shapes it.

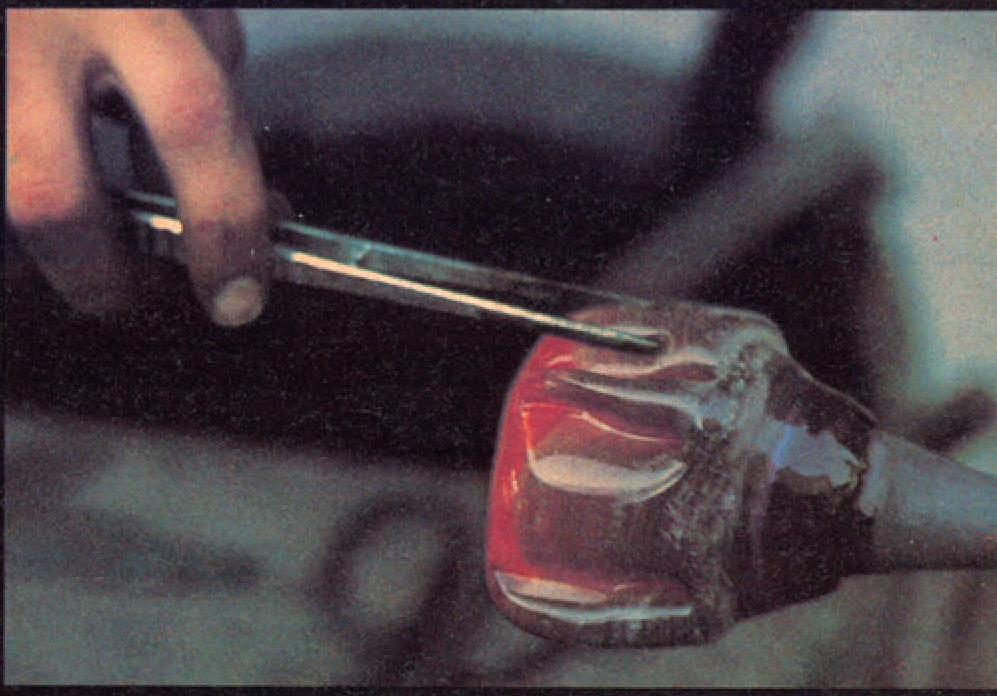


Hot mass is further shaped in a wooden cup.

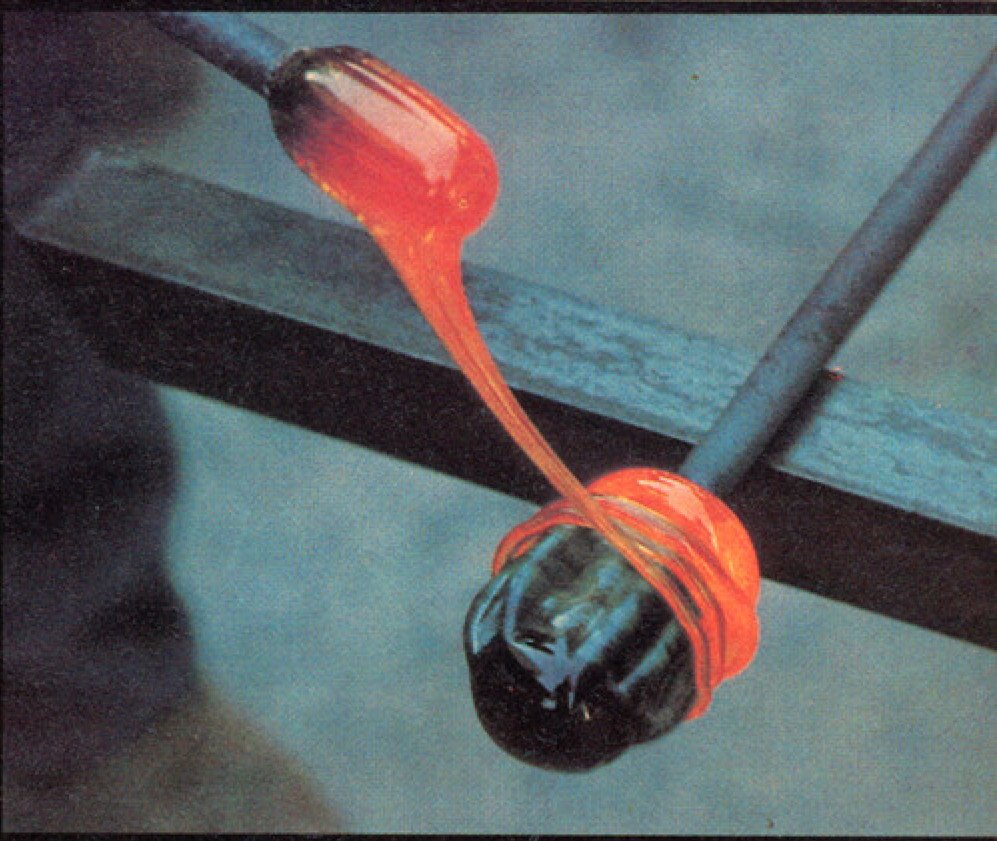




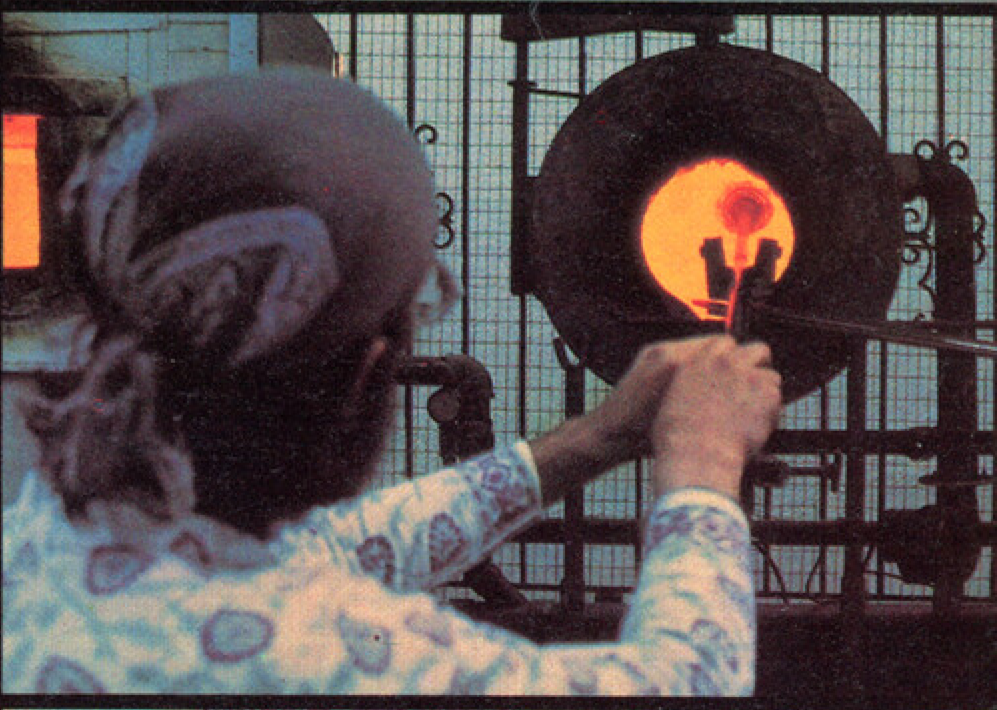
After glass is blown larger, it is gently rolled in mineral crystals to add color.



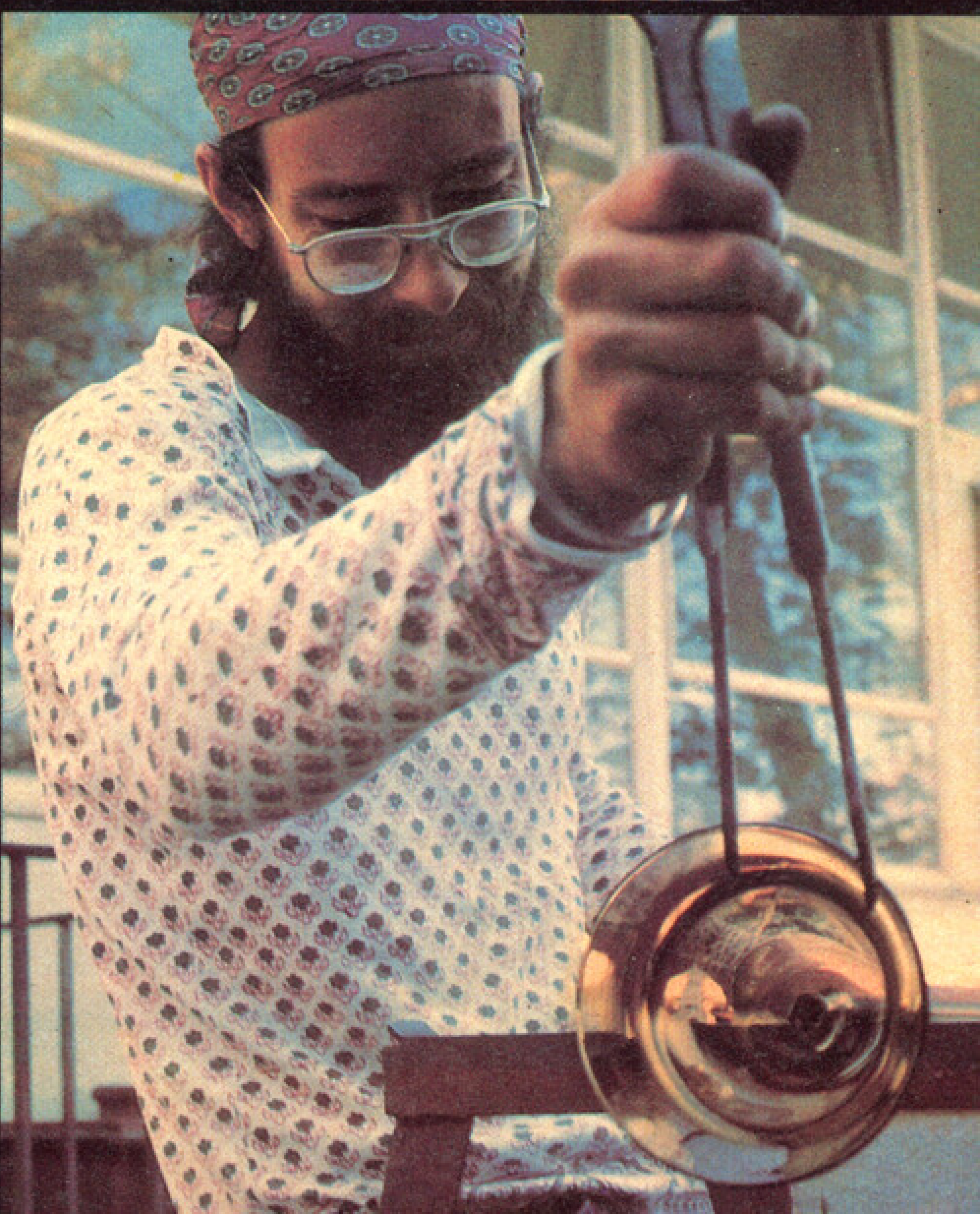
Hot glass is pinched with steel tool for shaping.



Separate glass is laced on to create another color effect.



Glass is reheated. Note increased size of mass, highlighted, in large photo in center.



Punty rod or pontil aids in final shaping of glass.

# ONION PIE? YES, ONION PIE

**It's similar to an old French recipe, quiche Lorraine, and there are lots of interesting variations**

You could call it custard pie, but that sounds like dessert which it definitely is not. The onions and bacon add a hearty flavor that makes this a tasty appetizer or main dish.

The first recipe (below) comes from Germany where it is often prepared in a bread dough crust. In France, a similar recipe is called quiche Lorraine. It is usually made in a prebaked pastry crust.

There are still more variations. If you ever bake bread, roll out some of the dough very thin and bake an onion pie in it. Or try a half pound of dough from a local pizzeria. For a French-style quiche, make or buy your favorite pastry shell.

### GERMAN-STYLE ONION PIE

Line a nine-inch pie pan with your favorite pie crust and prebake it, or use unbaked, thinly rolled bread or pizza dough. Then prepare filling.

4 to 6 strips of bacon
2 cups of onions finely chopped
2 tbsp butter
3 medium eggs
1 cup sour cream
¼ cup heavy sweet cream
2 tbsp chives finely chopped
¾ tsp salt
dash of black pepper

Cook bacon until crisp. Drain. Saute onions in butter over medium heat until soft and translucent, stirring constantly. Beat eggs and combine with onions, sour cream, sweet cream, chives, salt, and pepper. Preheat oven to 350°. Pour filling mixture into pie crust in pan and crumble bacon on top. Bake for 35 to 40 minutes or until crust is golden brown and custard sets so that the tip of a knife inserted into it comes out clean. Serve hot or cold.

### QUICHE LORRAINE

Line a nine-inch fluted-edge pie dish or plate with a short pastry crust or puff paste rolled thin. Partially prebake crust (last column). Preheat oven to 375° and prepare filling.

4-5 slices bacon
3 large eggs
½ cup liquid (whipping cream, coffee cream, or milk)
¼ tsp salt
pinches of pepper and nutmeg

Cut each strip of bacon in half and fry until crisp. Drain. Arrange strips on bottom of crust. Blend eggs, liquid, and seasoning and pour into crust, filling it no higher than within ¼-inch of the edge. Place quiche (on baking sheet) in 375° oven and bake for 30 to 35 minutes. Serve hot.

### QUICHE WITH CHEESE

Use the recipe for quiche Lorraine with the addition of thin strips of a cheese—like Swiss, Gruyere, Jarlsberg, cheddar, etc.—arranged between the pieces of bacon.

### LITTLE QUICHES

Line individual tart forms, 2 to 3 inches in diameter, with crust. Fill these with custard mixture and your choice of flavoring ingredients (above right). Bake in hot oven for 12 to 15 minutes. Serve as hors d'oeuvre or side dish.

### FLAVORING INGREDIENTS

Quiches, big or little, can be flavored with any of the following tasty tidbits, or combinations of them. Most are improved by sauteing them lightly in butter before adding them to the quiche.

Chopped onions, scallions, or shallots.

Diced, cooked lean ham.

Sliced or quartered mushrooms.

Chopped fresh parsley (use Italian flat-leafed variety).

Thin strips of sausages such as salami, bologna, pepperoni, etc.

A blend of dried herbs such as parsley, sage, rosemary, and thyme (use sparingly).

Thin slices of pimiento.

Thin slices of preserved or precooked artichoke hearts.

Slices or chunks of any precooked pickled or preserved meats such as smoked tongue, corned beef, chicken livers, roast pork, or beef (it's a good way to use leftovers).

Canned or cooked tuna, salmon, shrimp, crabmeat, or other seafood (well drained).

### PREBAKED PASTRY CRUST

It is desirable to prebake pastry partially when it is to be filled with a creamy liquid to avoid a soggy bottom crust. To do this, butter a square of foil and use it to line the pastry, buttered side down. Fill with dry beans, peas, or rice and bake the pastry 7 to 8 minutes or until it begins to set. Carefully remove the beans and the foil and return to oven for 2 or 3 more minutes, or until it begins to color slightly and shrink from pan. Remove from pan to cool and dry for 10 minutes. It may then be set on a cookie sheet and filled with the quiche mixture, or frozen for future use.

# TAILGATE

## RENT A '58 CHEVY

Who would want to rent a 20-year-old Chevy? Lots of people, according to Shy Smith who is in the unusual business of renting out 1958 Chevrolets.

"People rent the cars for conventions, anniversaries, proms, and other special occasions," she said. "For example, one of the cars was rented by a man for his '58 high school class reunion."

Shy and her husband are co-owners and operators of Quest Air, a unique auto rental firm located at the Santa Ynez Airport northwest of Santa Barbara, California. The company has 32 Chevrolets of 1958 vintage available for hire.

The main rental customers are people who fly into the airport, as well as local residents, who rent the cars to drive to Santa Barbara, Solvang, or elsewhere in the valley.

"People seem to enjoy the novelty of driving the '58 Chevys," Shy said. "We've been naming the cars after famous aviators and people have begun asking for their favorites."

The cars, collected from all over the country, are mostly four-door, six-cylinder sedans. The Smiths try to keep the cars in mint condition—as they came off the line. They continue to buy whatever suitable '58 Chevys they can find—using parts off some to keep others going. "Of course the cars are 20 years old, so they're becoming more and more difficult to find," Shy said.

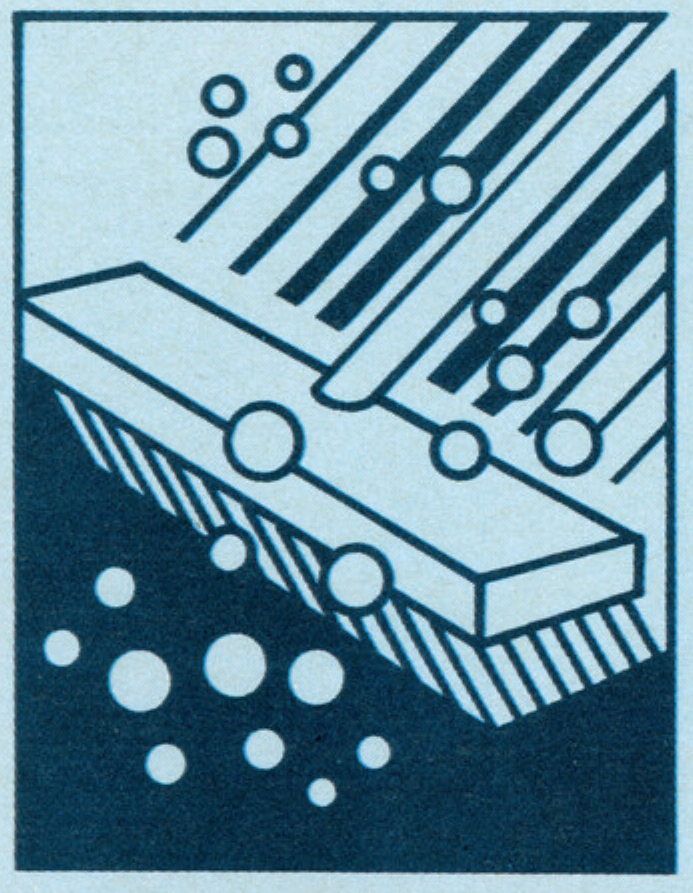
Quest Air does not rent out modern cars of any kind—only the '58 Chevys. "We tried it," Shy said. "We bought three brand-new cars—but they just weren't renting."

## UNSIGHTLY OIL STAINS

You don't have to put up with unsightly oil stains on your concrete garage or carport floor. According to Cooperative Extension Service specialists at the University of Georgia College of Agriculture, the stains can be removed.

"Start by removing surface dirt from the floor. Then sprinkle the oily area with detergent, wet it thoroughly, scrub vigorously with a stubby stick broom, rinse, and let dry.

"Finally, pour full-strength household bleach over the affected area. Keep the area damp with bleach until the spot disappears. Then rinse with water."



## NBA ON TV

Be sure to watch Chevrolet-sponsored NBA basketball in January on CBS Sunday-afternoon television. See your local TV listing for game times.

## LOVE THAT STYLING!

J. Earl Fraser loves the styling of his 1977 Chevrolet Caprice Classic so much, he decided to copy it in his twin-engine Cessna airplane.

Using the same blue paint and fabrics, purchased through Chevrolet, he refurbished and repainted the plane. The body of the plane is white with two-tone-blue stripes, and the interior seating is the blue velour.

Mr. Fraser is thrilled with the results. "I have an airplane that is the envy of all who have seen it," he said.

## SALUTE SALUTE

FRIENDS awards a SALUTE CERTIFICATE to every Chevrolet dealer and member of his staff nominated in a letter from a Chevy owner for exceptional courtesy and service. On behalf of the dealers, FRIENDS extends sincere thanks to all who write to salute a dealer. Following are examples of salutes received recently.

### MIKE SAVOIE CHEVROLET

Recently I borrowed a 1977 Monte Carlo from a friend in Saginaw to pull a trailer of wood back to the Detroit area. During the process of loading, the trailer slipped and fractured my toe. I drove the car back to Detroit.

The next morning I woke up to find that the car's left front tire had gone flat. As I proceeded to change the tire, I realized that my friend's spare didn't fit the car.

I called Mike Savoie Chevrolet in Troy for help because his dealership happens to be near my home. After talking with several people, I was put in touch with Mike Savoie himself. I explained that I was in no position to be walking around, nor did I have a backup car available.

Shortly thereafter, this extremely busy and successful dealer arrived at my home. He took the flat tire for repairs, then helped me put the repaired tire back on the car.

I sincerely believe that it takes a unique individual to extend himself as Mike Savoie did that day.

Alan D. Darnell
Troy, Michigan

### GETZ CHEVROLET

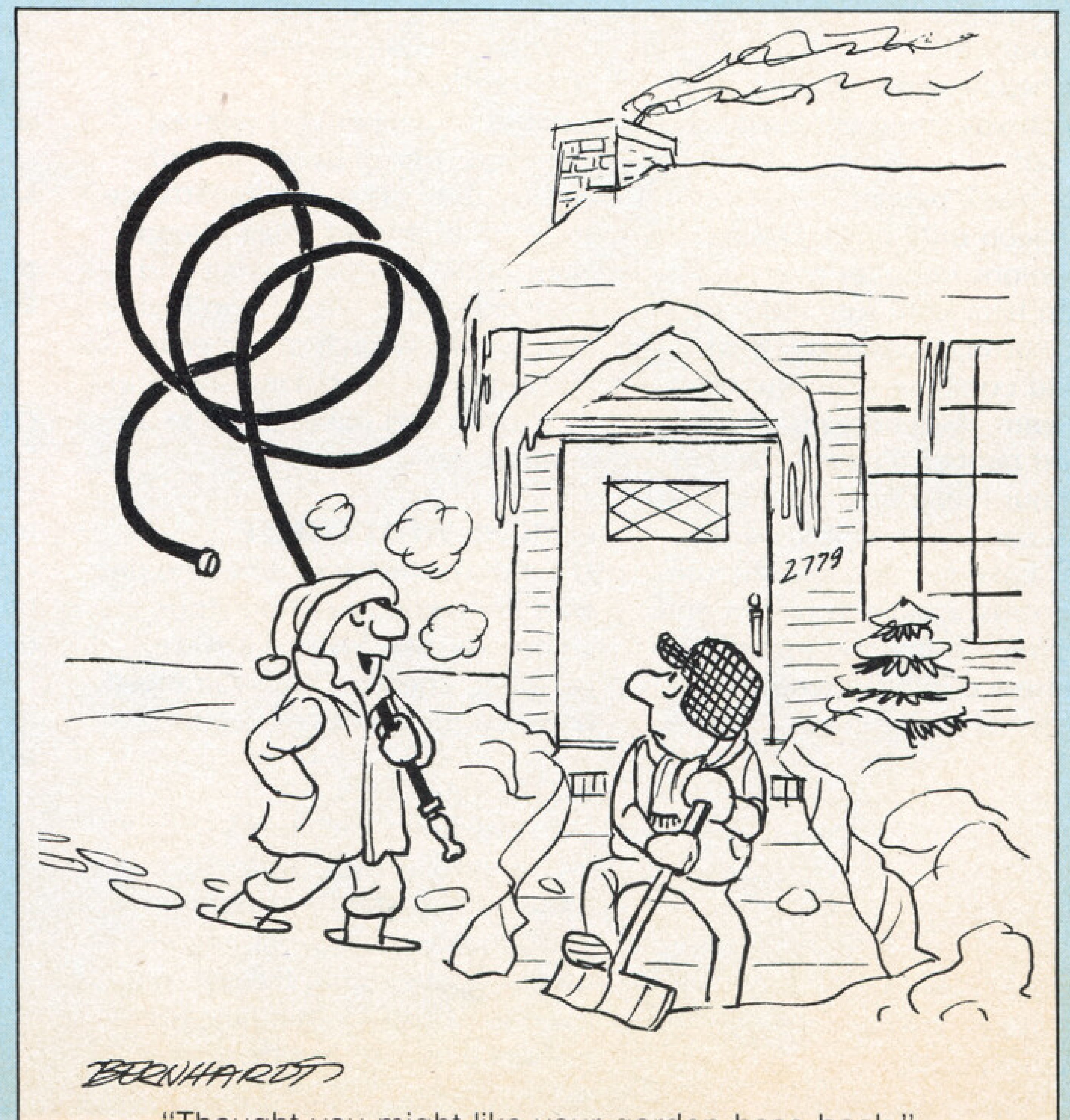
We would like to nominate our own Chevy dealer, Donald Getz of Barnesville, Minnesota, for special recognition. We have bought many cars from him. He is unusually considerate and courteous besides giving a good deal and good service.

Mr. and Mrs. Harold Gillespie
Barnesville, Minnesota

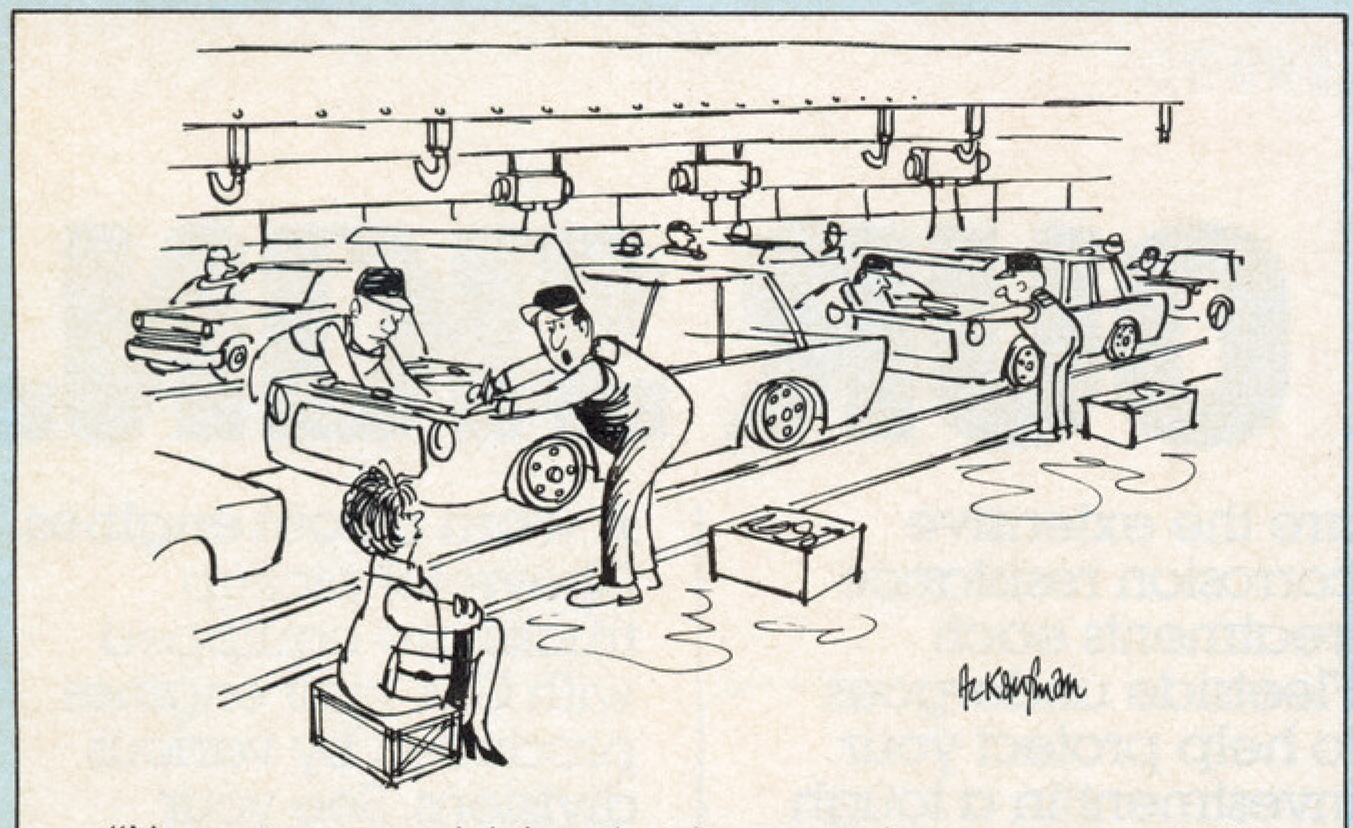
### S & W CHEVROLET

We certainly would like to salute S & W Chevrolet in Wake Forest, North Carolina. John Sanderford—the "S"—and Harold Washington—the "W"—of S & W Chevrolet, have shared the dealership since 1961. I'm sure one could not find a more honest and kind pair. They not only give excellent service to your car, they are always ready to help in any situation.

Virginia and Bob Olsen
Wake Forest, North Carolina



"Thought you might like your garden hose back."



"Now, stop complaining that I never take you anyplace!"

# Letters

## IRON ZOO CREDIT DUE?

Your article in the August issue of FRIENDS concerning the imaginative paint jobs on oil pumping equipment in the Coalinga, California, area was of great interest to me. However, it conveyed the impression that the entire project was carried out by one woman.

It is my understanding that while the idea of some creativeness with color to spruce up an otherwise unspectacular landscape was Ms. Dakessian's, the designs and paintings were carried out by numerous individuals. There was even a contest, with prizes offered to individuals who developed the most original and appealing motif for an oil pumper.

If I am right, a correction in a future issue would be appropriate.

Robert R. Sizemore
Ridgecrest, California

*FRIENDS asked Ms. Dakessian if anyone else was involved in painting the oil pumps, and if there was ever a contest held. She explained the whole sequence of events as follows:*

*"In late August 1970, I contacted the local Shell Oil office with the idea of painting the pumps. They thought it was a good idea, and gave me permission to paint one for approval. I painted a simple red and yellow bird.*

*"After it was approved, I was given the okay to paint 22 more; I designed and painted the remaining pumps. Shell supplied the men to clean the pumps, the welder, and all of the materials.*

*"Several months later, I asked for and received permission from Standard Oil to paint 35 of their pumps—which lay adjacent to those I painted for Shell.*

*"I had received so many ideas and suggestions from people who took an interest in the project, I thought it would be fun to run a 'Create-a-Character-for-a-Pump' contest. Standard put up the money for first prize; two banks put up money for second and third prizes.*

*"Altogether, 178 designs were submitted. Those whose designs were selected could either paint their own pumps under my supervision, or I would paint them. Of the 35 designs chosen, I painted 23. Twelve persons did their own.*

*"Although I did not design all of the characters shown in your article, I did paint all of them with the exception of the Eagle.*

*"I offer my sincere apologies to anyone I unintentionally may have slighted from publicity given the Coalinga oil fields of colorful characters."*

*Jean Dakessian*
*Coalinga, California*

**FRIENDS ADDRESS CORRECTION OR CHANGE** (please print)

address correction ☐ change of address ☐

My Chevrolet dealer ____________________

Address ____________________

City____________________State____________________

My name ____________________

Correct or new address____________________

City____________________State____________________Zip ____________________

When cutting out coupon, be sure to make a big enough cut so that your old mailing address label on reverse side is included. Send to: **Circulation Dept., FRIENDS Magazine, P.O. Box 126, Detroit, Michigan 48231.** 1/78

## CORVAIR OWNERS CLUB

My husband and I have owned Corvairs since the first one came out in 1960. Our last one is a 1965 Corvair Monza 4-door.

This spring a tree blew down across our Corvair. Although the rest of the damage has been repaired, we are still trying desperately to find front and back windows for the driver's side.

If FRIENDS has knowledge of where we can purchase these windows, we'd be most grateful to hear.

Robbie Shackleford
Nashville, Tennessee

*We are sorry to hear of the damage to your 1965 Corvair Monza, and can appreciate your concern about finding parts to put it back in its original condition.*

*Our best advice is to place an ad in the magazine published by the Corvair Society of America (P.O. Box 5890, Sarasota, Florida 33579).*

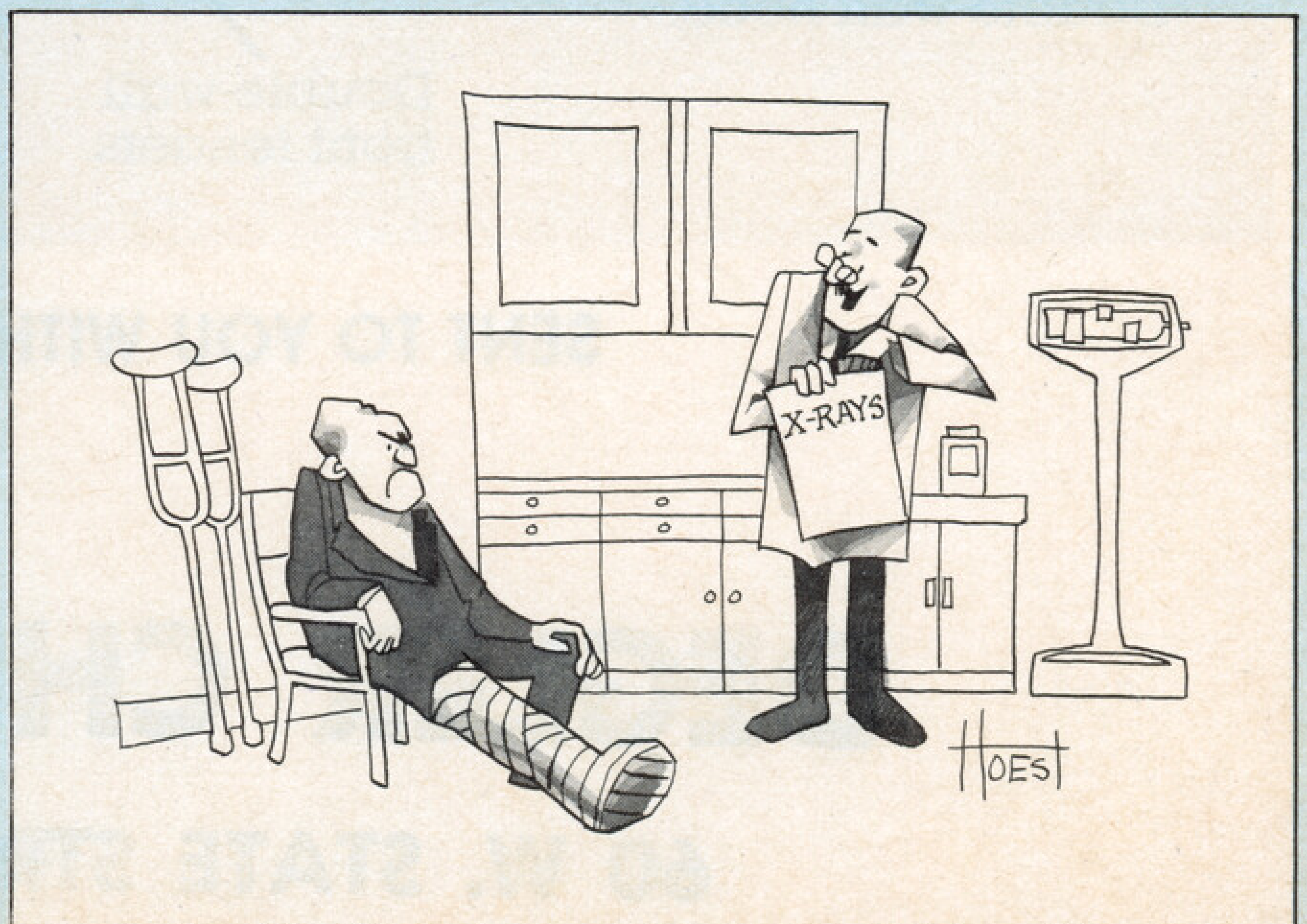
*It is possible that you may have to pay a nominal membership fee, but membership in this club should enhance your enjoyment of owning one of the Corvairs. Good luck!*

## CHEVETTE DIALS

I am a 78-year-old Chevette owner. I like the hatchback, but I have a complaint about the dials on the dashboard—they are hard to read day or night. Other people I've talked to about this agree—the instrument panel should be white with black markers.

Adolph Kjar
Niverville, New York

*A good comment. The current instrument panel is based on actual readability tests. Men and women of various heights sit in a mock-up of a front-seat compartment, and various colors, designs, and positions are tested in darkness and daylight to see which can be read best by the driver. Present color and arrangement are the result. But continuing tests by people like yourself could result in future changes.*



"Want to see your skiing vacation pictures?"

FRIENDS MAGAZINE
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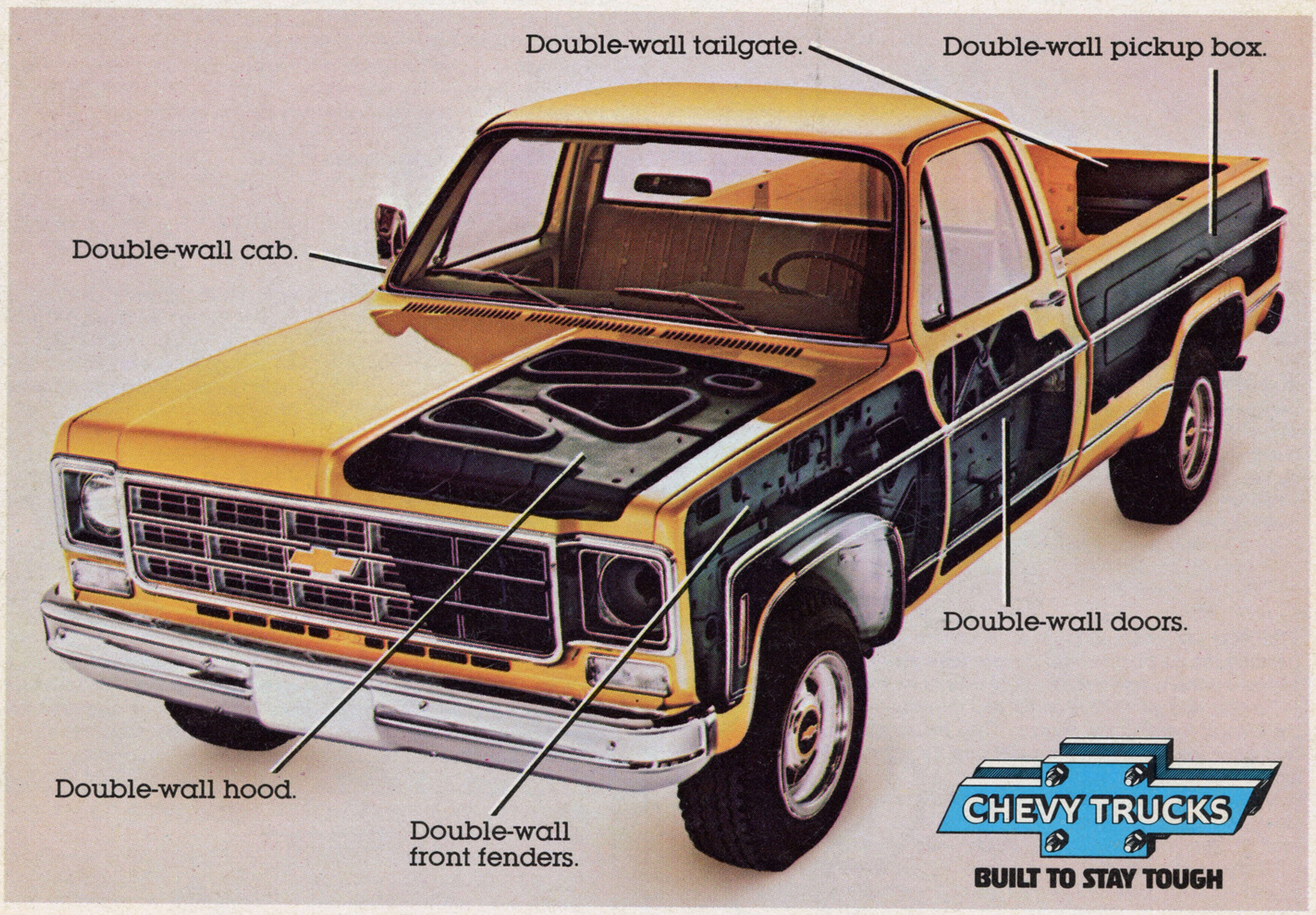
# GET UNDER OUR SKIN.

**UNDER EVERY TOUGH CHEVY FLEETSIDE PICKUP THERE'S ANOTHER TOUGH CHEVY PICKUP.**

As pointed out below, Chevy Fleetside has double walls of steel—toughness where it's needed most.

What you can't see are the extensive corrosion resistance treatments each Fleetside undergoes to help protect your investment in a tough Fleetside pickup.

**A word about engines.** Chevrolet pickup trucks are equipped with GM-built engines produced by various divisions. See your dealer for details.


Double-wall tailgate.
Double-wall pickup box.
Double-wall cab.
Double-wall doors.
Double-wall hood.
Double-wall front fenders.
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SENT TO YOU WITH THE COMPLIMENTS OF

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